

Mintegral

Policies on Creatives Published outside Mainland China

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OVERVIEW

Mintegral is an AI-driven, programmatic, and interactive mobile advertising platform dedicated to bridge the gap between East and West in mobile marketing, providing full-stack and programmatic mobile marketing solutions for advertisers and mobile publishers worldwide through user acquisition, monetization, and innovative creatives to help increase marketing value and revenue.

For this policy, we refer to Advertisers and Demand-Side Platforms as "you/your". Thank you for choosing Mintegral, the programmatic advertising platform. This Advertising Creative Policy Outside the Chinese Mainland stipulate the rules that must be observed for advertising creatives outside the People's Republic of China (To avoid ambiguity, advertising creatives in Hong Kong, Macao, and Taiwan also apply to this policy). Therefore, Advertising Creative Policy shall be observed when the laws and regulations outside the Chinese Mainland apply to your advertisements.

As Advertisers or Demand-Side Platforms using technology services provided by Mintegral, **it is your responsibility to make sure that both you and your ads (including but not limited to the product, service, ad creative, and any interstitial pages or landing pages to which the ad creative is directed) comply with all applicable laws, rules, regulations and industry standards in each geographical area where the advertisements may appear. The audiences for ads distributed through the Mintegral represent a wide array of genders, races, ethnicities, abilities, ages, religions, sexual orientations and backgrounds, and you must be honest about the products or services that you promote, and must avoid content that may mislead or offend the audiences.** The products, that violate laws and regulations in jurisdictions where these advertisements are allowed to access, are strictly prohibited to be delivered to end users, by changing the landing page or jumping to another page within applications without permission. Mintegral may require you to make further written commitments regarding product compliance, depending on the content of your proposed ad.

Mintegral may update this policy from time to time in response to changes in regulatory compliance in the region in which the ads will be delivered. Please check this page often to ensure that you are always up to date on our latest policy requirements. **This policy is not intended to be a comprehensive overview of all ad**

policies. It is highlighting some key ad policies that frequently re-occur. Our policies are not intended as legal advice. We encourage you to consult with your legal advisor if you have questions about the laws and regulations concerning your ads.

Mintegral is not obligated to monitor the products or the content. Mintegral reserves the right to reject, remove or request modification to an ad in its sole discretion, for any reason if Mintegral finds a product or any part thereof, or the content of advertisements that violates the laws or regulations to which it is subject or this Policy. Mintegral may suspend or terminate your ad account(s) for severe or repeated Ad Policy violations. All examples are illustrative and Mintegral reserves the right to reject advertising campaigns that do not meet its policies as determined in its sole discretion. For policies that require prior approval by Mintegral, please contact the appropriate Client Support Team.

SPECIFIC RULES

1. General Advertising Creative Policy

1.1 Prohibited content

1.1.1 Deceptive, false or misleading content.

1.1.2 Content that encourages, glamorizes or depicts excessive consumption of drugs or alcohol.

1.1.3 Excessively violent or gory content. Ads must not depict scenes of excessive violence or gore, such as dismemberment, open wounds or excessive bleeding. A small amount of blood is permitted in advertisements provided that it is relevant to the content being advertised, which does not exceed the necessary sphere, and does not contain additional violent or gory elements.

1.1.4 Inappropriately offensive content. Ads must not contain claims that a person or group of people are a threat to the physical safety, health or survival of others based on personal characteristics such as race, ethnicity, national origin, religious affiliation, age, sex, sexual orientation, gender, gender identity, serious disease, disability, or immigration status. Ads must not promote violent or dehumanizing speech, statements of inferiority or contempt or disgust based on protected characteristics or immigration status listed in 1.1.4.

1.1.5 Political content. Political ads are prohibited, including ads advocating for or against a particular candidate, party, ballot proposition, or otherwise intended to influence an election outcome; or ads related to the election or public debate on political issues. For more detailed descriptions of political content, please read in section 5 “Political Content”.

1.1.6 Content involving sensitive events. The following content is not permitted in advertisements.

(1) Ads that are suspected of exploiting or benefiting from sensitive events that have a significant social, and cultural political impact, such as domestic emergencies, natural disasters, public health emergencies, terrorism and related activities, conflicts and/or acts of mass violence. Examples: suspected of exploiting a tragic event for profit; promoting price inflation or artificial price increases during a public health emergency to prevent/restrict public access to vital products; using keywords related to a sensitive event to try to attract more attention.

(2) Ads that appear to blame the victims, or claim that victims of sensitive

events do not deserve relief or support. Example: An advertisement claiming that victims in certain countries/regions are responsible for a global public health crisis, or that they deserve to suffer such a crisis.

(3) Ads that revolve around or exploit controversial or highly controversial social themes, such as the use of sensitive events such as natural disasters, man-made disasters, mass trauma and/or casualty events or the death of a public figure to drive traffic. Examples: in light of the Russia-Ukraine conflict, content that promotes the use or condoning of war in advertising is prohibited; in light of the MU5735 crash, deliberate marketing or diversion of traffic using the MU5735 crash of the China Eastern Airlines passenger plane is prohibited, e.g. "Today there are promotions in addition to epidemics, wars and crashes", "China Eastern Airlines The 737 was involved in an accident covered by accident insurance, Huaxia body protection - you deserve it", sending out eyebrow tattoo ads by "mu57357 plane crash, 133 people, one of them because of the refund to go to eyebrow tattoo, escape a disaster", "breaking news! A passenger plane carrying 132 people crashed on Eastern Airlines | Tiangui 8100/150W fast charging GTNeo3 takes you ahead", etc.

1.1.7 Pornographic or explicit sexual content. The following content is strictly prohibited.

(1) Complete nudity. People or representations of people that display exposed intimate body parts, including representations that are blurred or censored. Examples: Visible genitalia, female breasts or buttocks

(2) Content promoting underage, non-consensual or other illegal sexual themes, whether simulated or real. Examples (non-exhaustive): Rape, Incest, Bestiality, Necrophilia, Lolita or teen-themed pornography, underage dating.

(3) Text, image, audio or video of graphic sexual acts intended to arouse. Examples: Hardcore pornography; sex acts such as genital, anal and oral sex; masturbation; cartoon porn or hentai.

(4) Compensated sexual acts. Content that may be interpreted as promoting a sexual act in exchange for compensation is not permitted. Examples: Prostitution, companionship and escort services, intimate massage and similar services, cuddling sites; compensated dating or sexual arrangements where one participant is expected to provide money, gifts, financial support, mentorship or other valuable benefits to another participant, such as 'Sugar' dating.

(5) Vulgar, coarse or obscene language, profanity (including veiled profanity such as s@#t or WTF), graphic or suggestive language or puns, or indecent language.

(6) Child sexual abuse imagery. It is forbidden to promote sexual exploitation

of minors. Example: Child sexual abuse imagery or other content.

1.1.8 Shocking content. The following content is not allowed:

(1) Promotions containing violent language, gruesome or disgusting imagery, or graphic images or accounts of physical trauma. Examples: Crime scene or accident photos, execution videos.

(2) Promotions containing gratuitous portrayals of bodily fluids or waste. Examples: Blood, guts, gore, sexual fluids, human or animal waste.

(3) Promotions containing obscene or profane language. Examples: swear or curse words, slurs relating to race or sexuality, variations and misspellings of profane language.

(4) Promotions that are likely to shock or scare. Example: Promotions that suggest that you may be in danger, be infected with a disease or be the victim of a conspiracy.

1.1.9 Content that promotes cruelty gratuitous violence towards animals.

Examples: Promoting animal cruelty for entertainment purposes, such as cockfighting or dog fighting; and content that may be interpreted as trading in, or selling products derived from, threatened or extinct species. Examples: Sale of tigers, shark fins, ivory, tiger skins, rhinoceros horn, dolphin oil.

1.1.10 Religious propaganda, whether promoting or disparaging any religion.

However, in the context of works such as virtual games or virtual literature, advertisements may refer to a particular religion or belief, provided that the primary purpose is to entertain and that they do not promote or disparage any religion that exists in reality. Advertisements placed in New Zealand should not inappropriately use Māori images, words and other treasures of Māori culture, for example, the use of Māori deities in advertisements is not permitted.

1.1.11 Threatening, abusive or harassing content, content that opposes or discriminates against a protected group (whether based on race, colour, nationality, religion, disability, gender, sexual orientation, age or other categories). Content that incites hatred against an individual or group, promotes discrimination against an individual or group, or stigmatizes an individual or group based on race/ethnicity, religion, disability, age, nationality, veteran status, sexual orientation, gender, gender identity or other characteristics related to institutional discrimination/marginalization. Examples: content that promotes hate groups or hate group paraphernalia; content that encourages others to believe that particular individuals or groups are cruel, inferior or deserving of hatred by nature.

1.1.12 Content that harasses, intimidates or bullies an individual or group of

people. Examples: Content that singles out someone for abuse or harassment; content that suggests a tragic event did not happen, or that victims or their families are actors, or complicit in a cover-up of the event; content that shares personally identifiable information that promotes financial fraud, identity theft, harmful direct contact or harassment.

1.1.13 Content that threatens or promotes physical or psychological harm to oneself or others. Examples: content that promotes suicide, anorexia or other methods of self-harm; threatens real harm to others or calls for attacks on others; promotes, glorifies or condones violence against others; content published by a terrorist organization or transnational drug trafficking organization; supports a terrorist organization or transnational drug trafficking organization; promotes acts of terrorism (including recruitment of terrorists); or celebrates terrorist attacks by a transnational drug trafficking organizations or terrorist attacks carried out by terrorist organizations.

1.1.14 False buttons or nonexistent functionality. False buttons can trick users into clicking on an ad by making them believe that some inactive element of the ad is interactive and can provide them with value. Ad elements that are normally perceived by users as being capable of being used for interaction must be valid. For example, if the ad contains a free text field that prompts the customer to "enter your postcode", the landing page to which the ad jumps must provide information tailored to the postcode entered; jumping to a generic landing page is prohibited. Another example is where the ad creative itself contains multiple options that do not work.

Example:

- ✔ Button imagery in ad images that accurately show where you'll be taken, like a Shop Now button on an ad directing people to a shopping site
- ✔ A banner on an ad that is not positioned as a button
- ✘ Non-existent functionality on ad images, such as play buttons or notification jewels, or checkboxes

1.1.15 Ads must not contain content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights. The advertiser must obtain all necessary rights and permissions for the advertisement. Ads must not contain the name, portrait, voice (including similar portrait and similar voice) or other identifying features of an individual without the individual's consent.

1.1.16 Ads that use clickbait tactics or sensationalist text or imagery to drive traffic are not allowed. Examples(non-exhaustive): Ads that claim to reveal secrets, scandals or other sensationalist information about the product or service being

advertised; ads that use clickbait messaging such as “Click here to find out”, “You won’t believe what happened” or phrases synonymous or similar to encourage the user to click on the Ad in order to understand the full context of the ad; ads which use clearly altered zoomed in body parts, mugshots, or real-life accident or disaster photos to promote a product or a service; or ads which use “before and after” images to promote significant alterations to the human body.

1.1.17 Ads that use negative life events such as death, accidents, illness, arrests or bankruptcy to induce fear, guilt or other strong negative emotions to pressure the viewer to take immediate action are not allowed. Examples: Ads that pressure the user to purchase, subscribe to or stop consuming a product or service in order to avoid harm; ads which use depictions of severe distress, pain, fear or shock to promote a product or service.

1.1.18 Products described as knock off, replica, imitation, clone, faux, fake, mirror image or similar terms when referring to a brand name in an attempt to pass themselves off as genuine products of the brand owner; Non-genuine products that mimic brand features in an attempt to pass themselves off as the genuine product. Example: Non-authentic products that have brand name labels or logos.

1.1.19 Any content involving cults, terrorist organizations.

1.2 Prohibit ads that are unauthorized to use copyrighted content

Mintegral abides by local copyright laws and protects the rights of copyright holders, so we do not allow ads that are unauthorized to use copyrighted content. Ads must not use copyrights belonging to third parties unless express permission has been granted by the copyright owner.

(1) Ads must not contain unauthorized sites or software that capture, copy, or provide access to copyrighted content. Example: Sites, software, or toolbars that enable unauthorized streaming, sharing, copying, or downloading of audio guides, e-books, anime, games, movies, mp3 ringtones, music, software, TV shows, works by independent artists, record labels, or other content creators.

(2) The products or services promoted shall not enable unauthorized streaming, sharing, copying, or downloading of other content creators, nor shall they facilitate unauthorized offline distribution of copyrighted content. Example: Sites that distribute unauthorized physical copies of copyrighted CDs, DVDs, or software.

(3) Software, sites, or tools that remove digital rights management (DRM) technology from copyrighted material or otherwise circumvent copyright (irrespective of whether the intended use is legitimate or not) are prohibited. Example: Products or

services (such as Blu-ray or DVD rippers, burners, and converters) that provide access to copyrighted content by stripping or bypassing DRM technology on audio, video, e-books, or software.

1.3 Prohibit false advertisement

Mintegral values honesty and fairness, so we do not allow content that would constitute misrepresentation.

1.3.1 You shall be responsible for the truthfulness of the ads, which shall not contain the following false or misleading content, and shall not be deceptive or misleading to consumers.

(1) The products or services do not exist;

(2) The information on products or services are inconsistent with the actual situations in terms of the performance, function, place of origin, purpose, quality, specification, ingredients, price, producer, valid period, sales, awards of the products or the content, provider, form, quality, price, sales and awards of the services, or in terms of any guarantee relating to the products or services, and such inconsistency has a substantial influence on purchase;

(3) Using scientific achievements, statistics, research results, abstracts, quotations and other information that are false or forged or cannot be verified as evidentiary materials;

(4) Claiming false effects of the use of the products or services; or

(5) Other circumstances in which the consumers are deceived or misled by false or misleading contents.

Specific examples of suspected misrepresentation (non-exhaustive):

Promoting products that aren't stocked; promoting a deal that's no longer active; promoting a price that's inaccurate; call to action in the ad that isn't easily available from the destination.

Ad reads 'Buy tablets from RMB400', but upon clicking on the ad, the user finds no tablets available for purchase at RMB400; Ad claims that they can get a reward of RMB 300 after participating in certain activities or completing certain tasks, but after completing the tasks, users find that they cannot get a reward of RMB 300 at all.

1.3.2 Misleading claims

Making inaccurate claims or claims that entice the user with an improbable result (even if this result is possible) as the likely outcome that a user can expect is not allowed. Examples (non-exhaustive):

(1) Claims related to financial products or money-making schemes

Making unrealistic promises of large financial returns with minimal risk, effort or investment. Examples: “Get rich quick” schemes; guaranteeing returns, or promising returns that are unrealistic or exaggerated for the advertised investment product; presenting investment products as risk-free or downplaying the risk of investment opportunities.

(2) Claims related to health and weight loss

Making unproven claims of cures for incurable medical ailments. Examples: "miracle cures" for medical ailments, such as arthritis, diabetes, Alzheimer’s disease or cancer; products that claim to be 'cure-all' for several diseases.

Making claims of unrealistic weight loss within a specific time frame or requiring little effort. Examples: Extreme weight loss products or programs; A weight-loss ad claiming that you can eat whatever you want and lose 10kg in a month.

Content promoting harmful health claims, or content that relates to a current, major health crisis and contradicts authoritative scientific consensus. Examples: Anti-vaccine advocacy; denial of the existence of medical conditions, such as AIDS or Covid-19; gay conversion therapy. Testimonials that claim specific results must include a visible disclaimer stating that there is no guarantee of specific results and that the results can vary.

1.3.3 Misleading ad design

Ads must not mislead, force users to click on or jump to downloads or other pages without their consent by ad design.

Examples: Ads that resemble system or site warnings/error messages; ads that simulate messages, dialogue boxes, menus or request notifications; hosted ads that are indistinguishable from other content; ads depicting features that do not work, such as close buttons, text input boxes, multiple choice options; download/install buttons or icons in image ads; ads with a transparent background; images that are segmented; an image that contains multiple copies of itself within the ad; images that appear to be more than one ad; moving and clicking arrows; ads that use surreptitious techniques to disguise their nature; ads that interfere with the user's normal experience, forcing, misleading or inducing users to click; ads interfere with the application itself, third-party ads or device functionality; ads force the installation of software or have bundled downloads. Animated ads and Ad gallery ads can have mock animated features or icons as long as the functionality works or the purpose of these features can be found on the landing page.

1.4 Destination requirements

1.4.1 The content on the landing page must be directly related to ad text,

providing practical information relevant to the content promoted by the ad creatives.

1.4.2 The ad copy, creatives and landing page must be consistent. Ads must not contain content inconsistent with the ad copy, and the promotional content of the outer material must be reflected on the landing page. The activities/benefits/content in the outer material must be consistent with the landing page, and the prize in the images must match the information on the landing page, unrealistic prizes or bonuses are not allowed.

1.4.3 Do not use dead links on a landing page. Dead links are invalid links that can be clicked but will not open the destination page for various reasons, including HTML5 ads that don't function properly or appear blank. Examples: links that the HTTP protocol or TCP protocol are invalid (e.g., 404, 403, 503 Status Code); links that are incomprehensible or do not make sense (content does not exist, deleted, blank pages, etc.); invalid domain names (blocked due to web security, etc.); external links that cannot load properly and automatically (e.g., external links that are not accessible in mainland China *.goolge.com, *.facebook.com, etc.).

1.4.4 The content of the landing page and the page to which the URL points should be legal and the destination site must not offer or link to any prohibited product or service and does not involve content that has not been submitted for industry qualification.

1.4.5 If the landing page can jump to another page, a clear indication of the jump guidance will be needed on the landing page. And the content of the page after the second jump should be legal and must not offer or link to any prohibited product or service and does not involve content that has not been submitted for qualification.

1.4.6 Links that initiate a direct download from the ad or that lead to an email address or a file are not allowed. Examples: images, videos, audio, documents.

1.4.7 The ads content and the pages of destinations must not contain abusive experiences. Examples are not meant to be complete or comprehensive.

A. Fake messages. Ads or other elements that resemble chat apps, warnings, system dialogues or other notifications that lead to an ad or landing page when clicked.

B. Unexpected click areas. Transparent backgrounds, non-visible page elements or other typically non-clickable areas that lead to an ad or landing page when clicked.

C. Misleading site behaviour. Page features such as scroll bars, play buttons, 'next' arrows, close buttons or navigation links that lead to an ad or landing page when clicked.

D. Browser history manipulation. Prevents the normal function of the 'Back'

button by keeping the user from returning to the previous destination. For example, the site adds a page to the browser history.

E. Auto-Redirect. Ads or content elements that auto-redirect the page without user action.

F. Mouse pointer. Ads or content elements that resemble a moving or clicking mouse pointer that attempt to trick a user into interacting with it.

G. Malware or unwanted software. Ads or content elements that promote, host or link to malware or unwanted software that may be installed on machines of users. Examples(non-exhaustive): computer viruses, ransomware, worms, Trojan horses, Rootkits, keystroke loggers, dial-up programs, spyware, rogue security software and other malicious programs or applications.

1.5 Guidelines on content made for minors

You must understand and agree: Advertising that is intended for children/minors or on content set as made for kids must not be deceptive, unfair or inappropriate for its intended audience, must not make use of any third-party trackers or otherwise attempt to collect personal information without first obtaining parental consent, and must otherwise comply with all applicable laws and regulations.

1.5.1 Made for minors content and serving policies

At the legislative level, the definition of minors (including children) varies considerably in different countries, with the US Children's Online Privacy Protection Act (COPPA) defining a child as being under the age of 13 and the EU General Data Protection Regulation (GDPR) providing that individual member states may set age thresholds for the protection of children, ranging from 13 to 16 years of age, depending on their domestic circumstances. Moreover, the standard threshold for adults in most countries is 18 years of age or older. When promoting in specific countries and regions, the age range for minors (including children) should follow the local norms. Determining whether your content is made for minors is generally based on the subject matter, the visual content, the use of animated characters or child-oriented activities and incentives, the kind of music or other audio content, the age of models, the presence of child celebrities or celebrities who appeal to children, language or other characteristics of the site, whether advertising that promotes or appears on the site is directed to children, and competent and reliable empirical evidence about the age of the audience.

Made for Kids	Not Made for Kids
Examples of what may be considered	Examples of what may be considered not

<p>Made for Kids include:</p> <p>Children are the primary audience of the video.</p> <p>Children are not the primary audience, but the video is still directed at children because it features actors, characters, activities, games, songs, stories or other subject matter that reflect an intent to target children.</p>	<p>Made for Kids include:</p> <p>Content that contains sexual themes, violence, obscene or other mature themes not suitable for young audiences.</p> <p>Age-restricted videos that aren't appropriate for viewers under 18.</p>
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1.5.2 Prohibited ad content

(1) Promotions or content that incites children to purchase a product or service or to urge parents or others to buy the item.

(2) Content that may trigger kids to imitate unsafe behaviour.

(3) Sexual and mature content that is intended for adult audiences and not suitable for minors. Media that is sensitive to show to users under the age of 13. Content classified as unsuitable for minors or unsuitable for viewing alone (Parents presence) if the laws and regulations of the area of delivery stipulate content rating.

(4) Products such as alcohol, tobacco and recreational drugs that are regulated or illegal to advertise to children. In addition, products that are strongly related to alcohol, tobacco or recreational drugs are also prohibited (for example, offers for vineyard tours, e-cigarettes or drug paraphernalia).

(5) Advertisements for content relating to astrology, the occult or the paranormal.

(6) Cosmetics and other products related to external personal care focused on body image. Also included are advertisements related to cosmetic procedures or surgeries, tanning, tattoos or piercings.

(7) Contests or sweepstakes promotions, even if free to enter.

(8) Content that is dangerous and inappropriate for minors or that generally requires adult supervision, such as fireworks, weapons or weapon accessories, offers related to hunting, paintball, etc.

(9) Ads for dating services, matchmakers, relationship advice or counselling.

(10) Ads related to boxing, wrestling, martial arts and self-defence training.

(11) Advertisements for online or real-world gambling, lotteries or betting. This includes offers for entertainment hosted at casinos and lodging at casino hotels.

(12) Content related to health care and medical issues of all kinds, including reproductive health, substance abuse or recovery, eating disorders, 'miracle cures' and

health insurance. Also included are ads related to weight loss, diet and nutrition.

(13) Offers which are billed via recurring mobile phone add-on charges (e.g., ringtone subscription services).

(14) Offers for platforms or services that primarily exist to allow users to connect and communicate with other users. This includes, but is not limited to, social and professional networks of friends and colleagues, communication with strangers, virtual worlds and platforms for users to broadcast live streams.

(15) Advertisements for pharmaceuticals or medications, vitamins and nutritional supplements.

(16) Political ads of any kind, including information about political candidates, political action committees or their policy positions. Also included are offers related to sensitive or controversial societal issues.

(17) Offers which touch on death, murder, funerals and natural disasters.

(18) Religious ads of any kind.

(19) Offers selling or providing information on spray paint, aerosol paint, glass-etching substances or graffiti products.

(20) Offers for services that imply they will help spy on a partner, or find non-shared personal information about a third party. Also included are services that perform public records searches for arrest records (e.g., sex offender look-up).

(21) Ads for video games are prohibited if the industry rating of the game would not be suitable for audiences 13 years or under, or if they fall under any of the categories below:

① Games strongly associated with casinos and betting (even if there isn't actual money at stake) or guides on how to succeed at such games

② Games featuring sexual elements or other adult content

③ Promotions for games which feature characters kissing or otherwise engaged in romantic pursuit

④ Games that involve weapons or other elements of violence or warfare or any content that directly or indirectly harms others.

(22) Violent and graphic content that is intended for adult audiences and not suitable for minors is prohibited.

(23) Ads that involve imagery which may be scary for younger audiences are prohibited, for example zombies, skeletons, masks, scary clowns, blood.

(24) Ads employing crude or vulgar humour or unsettling imagery in the promotion of a product are prohibited.

(25) Ads which incorporate 'swear' words, or which use sexual innuendo are

prohibited.

(26) Ads featuring men or women with significant exposed skin or sheer clothing (whether or not the imagery has sexual connotations) are prohibited.

(27) Promotions or content that incites children to purchase a product or service or to urge parents or others to buy the item.

(28) Paid ads cannot be misleading to children or make any deceptive or unsubstantiated claims. All claims and assertions need to be substantiated within the video itself. Paid ads cannot imply that the product will improve your social status. Paid Ads cannot include features or calls to action that do not work or where the desired action can't be completed.

1.6 Relevance rules and technical requirements

All information should be relevant to the product or service you are promoting. For example, all fields you submit for advertising must represent the same advertiser and be relevant to the product promoted.

The design and technical requirements of the ads should comply with technical standards, be suitable for users. Ads must not direct people to non-functional landing pages that fade to black or do not respond when clicking.

1.7 Guidelines on advertising method

1.7.1 Ads that induce users to click on advertising content by deception are prohibited. Examples (non-exhaustive):

- (1) Ads that resemble system or site warnings/error messages.
- (2) Ads that simulate messages, dialogue boxes, menus or request notifications.
- (3) Hosted ads that are indistinguishable from other content.
- (4) Ads that contain false buttons or depict features that do not work (including but not limited to ① close buttons; ② play buttons; ③ disguised system push; ④ words that contradict the act of clicking to enter the advertisement, such as: ignore, cancel, abandon; ⑤ Non-existent functionality on ad, such as: one click to clean up the system rubbish, while the product is a video software).
- (5) Images that contain click-attracting or deceptive content such as moving and clicking arrows, web buttons.
- (6) Websites that auto-redirect the page without user action.
- (7) Ads that appear as full screen ads causing users to click by mistake except for playable ads.

1.7.2 Ads (in the form of pop-ups, motivational videos or other video ads) shall be clearly marked with a "Close" sign to ensure a "Click to Close" at the same time as

the ad begins to be displayed; users should not be required to wait for a certain countdown before closing the ad.

1.7.3 The following violations shall be forbidden:

(1) Providing or using any application programs or hardware to intercept, filter, cover, fast forward or otherwise restrict any authorized advertisement of other persons;

(2) Using pathways, network equipment or applications to disrupt the normal data transmission of advertisements, alter or block authorized advertisements of other persons or load advertisements without authorization; or

(3) Using false statistical data, transmission effect or Internet medium prices to induce incorrect quotations, seek undue interests or damage the interests of other persons;

(4) Splash Ads duration shall be no longer than 5 seconds, and the use of countdowns and progress bars is encouraged to clearly indicate to users the remaining length of the ad.

(5) Ads that jump to other Apps after clicking, must prominently contain a warning to inform users that clicking on it will jump to a third-party app, which ensure that users are informed.

(6) When the content of the ad is about application download, the user can choose whether to download or not freely, and automatic or forced downloading of applications without user's permission is not allowed. The user shall be shown the necessary information (app name, developer information, version number, permission, privacy policy) of the APP through a jump page or pop-up page after clicking on the ad content, and the user should confirm before downloading.

(7) The content of ads must be clear to ensure that accurate information is available to the user and should not appear as large obscured, multi-layered action sheets.

1.8 Risk warning statement

(1) Any material involving tasks to make money, income, online earning games, red envelopes, cash withdrawals, virtual props, virtual or real currency rewards must be marked with risk warnings, such as "the final result is not guaranteed, the amount you can get is determined by the APP The rules announced in the website shall prevail", "The specific amount of the red envelope shall be subject to the actual receipt", and the copywriting must be clearly visible and consistent with the language of the material. Online earning advertisements must not be falsely advertised, and specific cash withdrawal rules must be announced in the product, and cash withdrawal

must actually be possible. Please note that if you include the names or logos of Alipay, WeChat Wallet, and various banks in the online earning advertisement, you must ensure that you have obtained the authorization of the party..

(2) Ads involve various types of coupons, exchange coupons, equity cards and other related products or related promotional promotions must be marked with risk warning words "For details on the specific activities, please refer to the official website link" or "The specific amount is subject to the actual activity issued" or "The activity and cash withdrawal rules are subject to the app/webpage" or "Participate in the interactive game on the landing page to draw prizes. The specific amount is subject to the actual activity, and you can withdraw cash if you meet the conditions" and provide an event description to Mintegral.

(3) If ads involve blind box apps, products, and related consumption activities, the creative material must show the risk warning statement "Blind boxes have random attributes, please consume rationally."

(4) If ads involve alcohol and bars, the creative material must show the risk warning statement "Minors are prohibited from drinking alcohol".

(5) If ads involve some potentially dangerous actions, the creative materials must show the risk warning statement "Dangerous action please do not imitate". Generally, dangerous actions include but not limited to: wingsuit flying, skydiving, bungee jumping, high-speed road or stunt skateboarding, fancy bicycles, stunt motorcycles, racing cars, human flags, parkour and other sports that usually require professional training or complete safety protection measures. There are potential safety hazards in imitation; the production process of dangerous food and beverages: not operating in accordance with regulations, or without professional training, using fire, pouring oil and other production methods that may cause danger; small chemical and physical experiments: some processes may have "explosions" , "hot", "electricity consumption", "burning" and other situations; non-professional operations are risky, such as front flips, back flips, multi-person rotation, dancing on treadmills, splits on elevators, pretending to be giants, lifting off, human body grabbing Dolls (non-professional equipment), lifting children with both hands, falling backwards normally completed, body passing through gaps (smooth passage), social acrobatics and other dangerous behaviors that are easy to imitate but difficult to detect.

(6) The risk warning statement must be displayed clearly and completely. It is forbidden to delay the display nor block, distort, or blur the advertising pictures and content to cause the risk warning statement to be displayed incompletely.

2. Advertising Copy

The following are some rules that we have distilled from our experience, specifically for ad copy. However, our summary of these rules does not exempt other ad content components (such as graphics, videos, etc.) from adhering to them. In fact, these advertising copy rules, as specification of the general policy, apply equally to advertising content presented in video, image, or other formats.

2.1 Advertising claims must be accurate, truthful, and substantiated.

When substantiation is required, advertisers must identify the source and date of the evidence. The source can be the advertiser's data or third-party data, depending on the type of claim (see below). Where the following left-hand column is covered in the advertising copy, the relevant information on the right-hand side must be disclosed in the advertising copy or on the landing page.

Type	Information that must be truthfully disclosed
Efficacy claims	<ul style="list-style-type: none"> The source of the study or clinical trial, and The date of the study or clinical trial
Awards	<ul style="list-style-type: none"> The name of the awarding provider, and The year of the award
Survey results	<ul style="list-style-type: none"> The source of the survey information, and Date of survey
Statistical claims	<ul style="list-style-type: none"> Sources of information for the study, and Date of study
Superlative claims*	<ul style="list-style-type: none"> An independent source that supports the claim, and The date of the study
Comparative claims	<ul style="list-style-type: none"> An independent source that supports the claim, and The date of the study
Component claims	Claims related to the components or ingredients of the product must be reflected and supported on the PDP or product packaging. For example, "Gluten Free," "containing the most powerful processer on the market," or "FDA approved"
Origin claims	Claims such as "Made in India" or "Manufactured in the USA" must be reflected and supported on the PDP or product packaging.

* Substantiation is not required for superlative claims that only reference a brand's own products e.g. "Our most powerful vacuum cleaner" or "[brand]'s most advanced formulation yet."

2.2 Pricing and Savings Claims

2.2.1 Pricing and saving claims must:

(1) Be the exact same across the ad and the landing page. If the ad promotes a percentage savings (for example, “10% off”), the landing page must also reference the percentage saving, not only the dollar saving. If the claim on the ad becomes inaccurate due to dynamic pricing on the landing page, creatives must be paused and updated to use qualified claims. For example, save \$XX or more, Save up to XX%.

(2) Be used in the correct context. For example, use phrases like “limited-time offer” for time-bound savings claims.

(3) Use seasonal claims during the relevant promotional period only. For example, “Back to school offers” or “Valentine’s Day Special Prices” is only acceptable during the periods leading up to the beginning of the school year or Valentine’s Day.

2.2.2 Travel advertising

1. Prices in ads for travel services must always be given as “from \$X” due to the likelihood of price fluctuations. For example, “Fly to Dublin from £40” rather than “Fly to Dublin for £40.”

2.2.3 Special country requirements

(1) **Japan:** Starting April 1, 2021, pricing claims must include the consumption tax. For example, when a product price is JPY 1,000, "JPY 1,100 including 10% consumption tax of JPY 100" is approved, but JPY 1,000 (without the consumption tax) is not approved.

(2) **Austria:** Pricing claims addressed to consumers always have to include the VAT. For example, if a price is indicated for travel ads, it should also include all possible extra costs (e.g., taxes, airport duties, etc.)

(3) **Australia/New Zealand:** Identify any unavoidable additional charges

2.3 Comparative Advertising

Ads may include references to a “leading brand” or another generic phrasing, and can use comparisons with named competitors if they do not criticize or attack the competitors.

Australia and New Zealand: Comparative ads must only compare 'like-for-a-like' equivalent products or services. If the price is the only comparative claim, then the ad must only compare identical products.

Denmark: Referencing a “leading brand” is not permitted if that brand is obvious within the respective industry.

2.4 Special or Free Offers

When free products or services, special offers, or discounts promoted are

dependent on a purchase (for example, a free case with the purchase of a mobile phone), you must indicate that terms and conditions apply in your ad copy. The terms and conditions, or a link to terms and conditions, must be clearly presented in the ad close to the offer.

The landing page must prominently present the offer advertised.

In Sweden and Israel, ads including a “free” offer must include the value of the “free” item.

2.5 Inconsistency between ad copy and landing page, detail pages of the promoted product and ads content are prohibited

You must present the same offer or product both in your ad copy and on your landing page. For example, we would prohibit ad copy reading “Save on household supplies” with an image of a dish soap leading to a landing page that features vacuum cleaners.

The content needs to be consistent with detail pages of the promoted product. For example, it is prohibited to promote an app product that is listed on the Google Play Store as a casual game, but the advertising creative contains gambling elements or casino.

2.6 Healthcare and Medicines requirements

We are dedicated to following advertising regulations for healthcare and medicine, so we expect ads and destinations to follow appropriate laws and industry standards.

Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health related products. Any advertisement for medical treatment, pharmaceuticals or medical devices shall not contain the following items:

- (1) Any assertion or guarantee for efficacy and safety;
- (2) Any statement on cure rate or effective rate;
- (3) Comparison with the efficacy and safety of other pharmaceuticals or medical devices or with other medical institutions;
- (4) Other content as prohibited by local laws and administrative regulations where the ad is being served.

Advertisements for healthcare food shall not contain any of the following items:

- (1) Any assertion or guarantee for efficacy and safety;
- (2) Any involvement of functions of disease prevention or treatment;
- (3) Any claim or hint that the product advertised is necessary to safeguard health.
- (4) Comparison with pharmaceuticals and other healthcare food.

(5) Other content as prohibited by local laws and administrative regulations where the ad is being served.

3. Animation and Video Ad

The following are some rules that we have distilled from our experience, particularly for animation and video ad. Our summary of these rules does not mean that other elements of ad content do not need to comply with them. In fact, **3. Animation and video ad** rules, as specification of the general policy, apply equally to advertising content presented in other formats.

3.1 The ad copy, creatives and landing page must be consistent. Ads creatives must not contain content inconsistency with the ad copy, and the promotional content of the outer material must be reflected in the landing pages. Activities/benefits/content in the outer material must be consistent with the landing page, and the prize in the images must match information on the landing page, unrealistic prizes or bonuses are not allowed.

3.2 Images that contain click-attracting or deceptive content such as moving and clicking arrows, web buttons, non-existent functionality such as play buttons or notification jewels, or checkboxes. For additional restrictions, please visit the aforementioned "1.3.3 Misleading ad design".

3.3 The figure, actions and sounds in the images or videos need to be appropriate and comply with sexual content policy.

3.4 Images must not use real documents as element. For example: "ID card", "social security card", "passport"; Images contain business licenses/contracts//CPF cards/social security cards/resumes/wage slips that involve personal privacy.

3.5 The audio in an ad video must match the subtitles.

3.6 Ads must not display content that endangers animal/plant life, including but not limited to the hunting of protected animals, cruelty to animals, damage to rare plants.

4. Sexual Content

Ads must not feature overtly sexual imagery and images of fully naked intimate body parts. Mintegral considers placement, local cultural sensitives, and the product or service advertised in determining whether an ad featuring partial nudity or mildly provocative images may be appropriate or not.

4.1 Nudity

Ads must not show fully visible intimate body parts, including representations that are blurred or censored. Examples: Visible genitalia, female breasts or buttocks.

Ads may feature partial nudity (models showing bare skin without revealing any intimate parts) if relevant to the product or service promoted.

4.2 Sexual encounter dating

Dating explicitly motivated by sexual encounters are prohibited. Examples: Hook-up or fling dating, swinger dating sites.

4.3 Sexuality

Ads must not feature sexually provocative images and references, including, but not limited to:

- A. People in poses emulating a sexual position or alluding to sexual activity whether clothed or unclothed.
- B. Sexually suggestive poses such as the parting of the legs or accentuation of the hip along with amorous or sexually passionate facial expressions.
- C. Poses such as hands on the hips, gripping of hair in conjunction with a sexually suggestive facial expression.
- D. Drawing undue attention to body parts, such as breasts or buttocks, in a sexual way (for example, exposure of breasts or excessive focus on the cleavage).
- E. Facial or bodily expression indicative of an orgasm.
- F. Suggestive undressing, such as pulling down a bra strap or underwear.
- G. Models in erotic lingerie such as stockings, suspenders or paraphernalia such as whips and chains.
- H. Sexual innuendo in text or image.
- I. Websites or advertising copy that promote casual sex/affair dating/online dating. Ads that imply there is a possibility of meeting specific individuals by depicting their profile picture(s) are prohibited.
- J. The audio in the material is normal audio, which does not contain female panting, male panting or a mixture of both. The video does not contain vulgar music, imitations of sex calls, ambiguous tones or other vulgar sounds.

4.4 Range of people, countries and regions that strongly restrict advertising about sexual content

(1) Range of people that all sexual content must not target

In all countries and regions abroad, sexual content is prohibited for applications, products or services with an age rating of 3+ and other products or services that may be primarily intended for an underage audience.

(2) Countries and regions where all sexual content will not serve

China Mainland, Algeria, Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Syria, Tunisia,

United Arab Emirates, Yemen.

5. Political Content

5.1 General rules

(1) Ads shall not exploit political content, politically sensitive or negative social issues and other hot content in the country or region where they will run as advertising points to drive traffic for their own benefit.

(2) The following elements must not be used or used in disguised for commercial promotion purposes or used as advertising points to drive traffic for their own benefit, whether they are real photographs, silhouettes, images or recognizable 3D images, cartoon images.

A. National flag, national emblem, royal emblem, national anthem, military flag, military song, military emblem, cultural heritage, and other special national/regional symbols where the ads will run.

B. National/regional organs, and national/regional organ personnel, the name or images of a specific place or landmark where the national organ is located where the ads will run.

C. Images of current, outgoing or deceased political party and national leaders in the country where the ads will run.

5.2 If you wish to run election ads through Mintegral, please consult Mintegral customer support team in advance.

6. Display Ad Policies for MENA

6.1 Restrictions on product categories

The following product categories are prohibited in Bahrain, the KSA, Kuwait, Morocco, Turkey, and the UAE, unless stated otherwise.

(1) Alcohol

A. Content that encourages, glamorizes or depicts excessive consumption of alcohol. In addition, ads must not refer to or depict alcoholic beverages, or the consumption of alcohol. For example, an ad for a dining table must not show a bottle of wine resting on the table.

B. Exceptions may be made for Entertainment trailers (but not static creatives) that show alcohol use in an ancillary manner, except in the KSA where this is prohibited. The focus of the ad must never be primarily on the consumption of alcohol and pre-approval by Mintegral is required for any exceptions.

(2) Astrological activities, Fortune telling, Magic/Witchcraft/Jugglery

For example, ads for magic shows, magician tricks or games, or Harry Potter magic wands are unacceptable.

(3) Contests and sweepstakes

(4) Education (except in Kuwait and Morocco where these are permitted)

(5) Gambling

(6) Health advertisements (for example: medical devices and equipment, medicines, OTCs and food supplements, pharmaceutical products, slimming and weight control products, herbal products, etc.)

(7) Infant and follow-on formula milk

A. Bahrain: ads for infant and follow-on formula are prohibited.

B. KSA: ads for infant formula and follow-on formula aged 0-36 months are prohibited. Ads for follow-on formula for children aged 36 months + are permitted.

C. Kuwait: ads for infant and follow-on formula are prohibited.

D. Morocco: ads for infant formula are prohibited. Ads for follow-on formula for infants aged 6 months + are permitted.

E. UAE: ads for infant formula are prohibited. Ads for follow-on formula for infants aged 12 months + are permitted.

6.2 Content restrictions

(1) Cultural and social norms

In Bahrain, the KSA, Kuwait, Morocco, Turkey, and the UAE ads must not contain content or themes that offend the values of society, cultural heritage (especially Arab heritage and civilization), or the identity of the State.

(2) Politics

Political advocacy ads (either for or against a political person, party, or related to an election) are prohibited in Bahrain, the KSA, Kuwait, Morocco, Turkey, and the UAE. Ads must never disrespect the constitution or criticize the policies, whether domestic or international, of Bahrain, the KSA, Kuwait, Morocco, Turkey, or the UAE. In addition, ads must not:

A. Criticize the Heads of State, members of the ruling Royal Families, politicians, state ministries/departments, security/military institutions or figures, the system of ruling, or any related symbols or imagery;

B. Jeopardize the safety of the State, its security, interests, reputation, prestige, symbols, rulers, institutions (this covers any negative depiction of the above, for example, an entertainment ad that showed the Burj Khalifa in ruins would be a violation);

C. Disrupt public order, national security, and public interest requirements (see

also ‘Cultural and Social Norms’ above);

D. Damage or harm relations with other countries;

E. Feature Presidential flags and other flags printed on any apparel or in an unaccustomed position (for example, a national flag on a shot glass or floor mat);

F. Refer to or depict political groups or movements;

G. Depict a politically or socially rebellious attitude towards established cultural/social norms. For example, an ad showing young people rebelling against authority figures, such as teachers or police officers, or content that challenges the wearing of traditional clothing, such as the hijab or abaya.

(3) Religion

A. Ad content that advocates or demeans religions or ads for religious products and services are prohibited.

B. Religious script, the name or image of Allah (or Prophet Muhammad), or any religious objects or sites must not be printed on any apparel or in any unaccustomed position. This includes all apparel/footwear, floor coverings, bedding, pet products, bathroom products, and alcohol items.

C. All religions must be treated with respect, including non-Islamic religions. However, content related to polytheism is prohibited (for example, an ad for a t-shirt that read “In gods we trust” would be unacceptable).

D. In addition, ads for religious products and services are prohibited. Ads for non-religious products must not include any religious imagery or objects. This includes references to holidays or events with religious connections, such as Christmas, Diwali, etc. Campaigns that refer to Ramadan during that period are permitted.

6.3 Image guidelines

(1) Partial Nudity

In Bahrain, the KSA, Kuwait, Morocco, Turkey, and the UAE it is common for bare skin to be covered in public places. Ads must not show anything that could be considered sexually provocative. If partial nudity is contextually relevant to the product being advertised (for example, swimwear), it may be acceptable if the model’s pose is not sexually provocative, except in Bahrain, the KSA, and Kuwait, where this is always prohibited regardless of relevance to the product being advertised.

(2) Other sensitive images

Images containing the below content are prohibited:

A. Image material related to subjects, places and events of current political or

armed conflict. Historical events may be depicted in Entertainment ads, such as a movie trailer set in WWII;

B. Images related to militant/terror/anti-national groups, or their flags, leaders, or apparel;

C. Controversial Arab leaders;

D. Alcohol consumption, including wine/beer bottles, glassware, or other receptacles associated with alcohol (see also 'Alcohol' category restrictions below);

E. Gambling or lotteries;

F. Swine/pig/pork products or images (for example, a Peppa Pig toy);

G. Showing or pointing the bottom of one's foot at another person or at a religious or political object is disrespectful and must not be depicted in ads.