

## INSERTION ORDER

Order Insertion Code : STR 03  
Date of Order : Febrero 2023  
Company Name : Turner Broadcasting System Europe Ltd Representative for CNN, Inc. and HBO Max  
Address : 160 Old Street, London, EC1V 9BW, United Kingdom  
Media : CNN & HBO  
Contact Name : Zara Driss  
E-Mail : [zara.driss@warnermedia.com](mailto:zara.driss@warnermedia.com)  
  
Client : **PROMPERÚ**  
Contact : Andrea Untiveros  
Address : Calle Uno N° 50. Edificio MINCETUR. Piso 13.  
Urb. Córpac. Lima 27. Perú  
Telephone Number : (51-1) 616 7300

### CAMPAIGN: "REFORZAMIENTO TURISMO RECEPTIVO 2023"

| START DATE            | CLOSING DATE  | MEDIA   | TYPE OF SITE                | COVERAGE     | FORMAT        | TYPE OF PURCHASE | KPI     | TOTAL NET AMOUNT (*) |
|-----------------------|---------------|---------|-----------------------------|--------------|---------------|------------------|---------|----------------------|
| Week 13/March         | Week 03/April | DIGITAL | General Information Channel | Multicountry | Display + CTV | Fixed Cost       | 950.000 | \$ 180.000,00        |
| TOTAL NET AMOUNT: (*) |               |         |                             |              |               |                  |         | <b>\$180.000,00</b>  |

|             |        |       |
|-------------|--------|-------|
| U.S. Dollar | U.S \$ | ( x ) |
| Soles       | S/.    | ( )   |
| Libras      | £      | ( )   |
| Euros       | €      | ( )   |

#### Observations:

- \*The service will be paid when completed and once the evidence is received. If there are several publications included in the media Plan, they will be paid monthly against each publication.
- \*PROMPERÚ does not give advance payments.
- \*Payments are made in U.S. dollars (USA - Latam), Euros or GBP (Europe) or Soles (Peruvian currency).
- \*The Service Order is a contractual document.
- \*This Insertion Order does not authorize the publication of advertisement, it's purpose is to book a space.
- \*Every material requires PROMPERÚ's approval before printing.
- \*Send 3 copies of the publications as evidence, attached to the Service Order.
- \*For any query about the insertions, please contact the Media Management Department (51-1) 616 7300 extension 1207.
- \*Contact Person: Andrea Untiveros.
- \*Send the invoice to Finance Department Specialist, attached to a copy of the Service Order.
- \*The invoice must include the Service Order number.
- \*For any query about billing and payments, please contact Silvia Merino at (51-1) 616 7300 extension 1420.

#### Payment Instructions

|                   |                                                                                |
|-------------------|--------------------------------------------------------------------------------|
| Bank Name         | JP Morgan Chase Bank, N.A. London                                              |
| Bank Address      | CNN International P.O. Box 2031, London W1A 5SQ, UK                            |
| Account Number    | 36838303                                                                       |
| Account Name      | Turner Broadcasting System Europe Ltd Representative for CNN, Inc. and HBO Max |
| SWIFT Code        | CHASGB2L                                                                       |
| IBAN or ABA       | GB12CHAS60924236838303                                                         |
| Authorized person | Eiren Steele                                                                   |

Bill to: See information in the Service Order

Billing address: Calle Uno N° 050 Edificio Mincetur Piso 14  
Urb. Córpac, Lima 27 (San Isidro) - Perú

Promperú Authorization

Media Agency

Contact at Media

Tel. (51-1) 616 7300



Signature

