

LINE Ads Platform Terms and Conditions of Use

These LINE Ads Platform Terms and Conditions of Use (these “**Terms of Use**”) set forth between LINE Corporation (the “**Company**”) and each Partner the conditions for use of LINE Ads Platform (the “**Service**”). These Terms of Use shall be deemed to constitute the “Specific Terms and Conditions,” as referenced in Article 1, Paragraph 2 of the Basic Terms and Conditions of LINE Services for Business Partners.

1. Overview of the Service

The Service allows the Partners to use the Company’s advertisement distribution system to distribute advertisements of their own, or those of third parties who request the Partners, in advertisement slots provided by the Company. Details of the Service shall be in accordance with the media guides separately provided by the Company.

2. Exemption from Liability Related to Distribution

The Company does not guarantee that the Service is free from defects, bugs, or any other issues that may occur for any reason. There is the possibility that issues such as advertisements scheduled for distribution not being displayed, advertisement content being displayed in a different format, advertisements being displayed to an unintended audience, or incorrect data being displayed may occur. The Partners shall be fully aware of this, and shall not pursue any legal action against the Company even if the advertisement distribution system does not operate correctly or if advertisement distribution is not performed as planned, except in cases where this is due to the willful misconduct of the Company.

3. Distribution Period

The distribution periods for each advertisement shall be decided at each Partner’s discretion, and each advertisement shall be distributed via the dashboard provided by the Company.

4. Handling of Rights Related to Submitted Materials

Preparation of the submitted materials to be distributed on the Service and handling of the rights (including, without limitation, payment to JASRAC or other copyright management agencies) for materials used in redirect links provided in such submitted materials (including, without limitation, domain names, URLs, websites found within the same domain, and apps, collectively, “**Redirect Links**”) shall be the responsibility of

the Partners, who shall also bear the responsibility for such expenses. The Partners shall grant a perpetual and royalty-free right necessary for displaying the submitted materials on media covered by the Service.

5. Advertisement Screening Standards

The Partners must ensure that the submitted materials content, submitted materials format and Redirect Links comply with the advertisement screening standards established by the Company or the guidelines incidental thereto prescribed in the media guides (the “**Distribution Guidelines, Etc.**”). Please note, however, that the Distribution Guidelines, Etc. have not been created to serve as legal advice. Partners are responsible for confirming and complying with all laws, regulations, ordinances, etc. which are applicable to the submitted advertisements.

6. Screening of Submitted Materials and Redirect Links

Submitted materials content, submitted materials format and Redirect Links must undergo the prescribed screening in accordance with the Distribution Guidelines, Etc. Advertisements using such submitted materials may not be distributed without passing this screening. For the avoidance of doubt, the screening does not guarantee that submitted materials content or the content within Redirect Links is free from de facto or legal flaws (including, without limitation, flaws relating to legality, stability, reliability, accuracy, integrity, effectiveness, or fitness for a particular purpose, as well as security-related faults, errors, bugs, or rights infringements).

7. Responsibility of the Partners

- (1) Regardless of whether the Partners are the direct advertisers of the relevant advertisement, the Partners shall represent and warrant that the submitted materials and Redirect Links: (a) do not infringe upon the copyrights, industrial property rights, publicity rights, privacy rights, or any other rights of third parties; (b) do not violate the Act on Securing Quality, Efficacy and Safety of Pharmaceuticals, Medical Devices, etc., the Act against Unjustifiable Premiums and Misleading Representations, or any other relevant laws and regulations; (c) contain accurate and up-to-date information, and do not contain (i) content that will confuse users, (ii) computer viruses, (iii) false data, or (iv) unrelated or irrelevant data; (d) do not contain dead links; and (e) do not contain content that offends the public order or morals, slanders a third party, or harms the reputation of a third party.
- (2) In cases where the Company receives complaints, claims, or other requests from a

third party in relation to submitted materials or Redirect Links, the Partners shall respond to such requests at their own responsibility and expense. In cases where the Partners have caused damage to the Company relating to submitted materials or Redirect Links, the Partners shall immediately compensate the Company for all such damage (including, without limitation, lost earnings, special damages, and reasonable legal fees).

8. Suspension of Distribution

Even after completing the Company-prescribed screening in accordance with the Distribution Guidelines, Etc. on the contents and format of submitted materials as well as Redirect Links, the Company may, in the following cases, at its own discretion, immediately cease distributing the advertisements in whole or in part, even after the distribution of advertisements with respect to such submitted materials has commenced, without bearing any legal obligation to the Partner such as for breach of contract or compensation for damage:

- (1) in the case of a violation of the Partner's representations and warranties or compliance duties prescribed in these Terms of Use, or in the case of the Company, at its own discretion, determining that such violation is likely to occur, or
- (2) in the case of the Company, at its own discretion, determining that the distribution of submitted materials or related Redirect Links for advertising purposes would be inappropriate for societal reasons.

In such cases, the Partner shall not be relieved of its obligation to pay the usage fees borne in relation to such submitted materials.

9. Distribution of Advertisements Upon System Failure

The Company shall bear no responsibility for cases where the Company is unable to distribute scheduled advertisements or is unable to distribute advertisements appropriately due to (i) disaster, telecommunication issues or other force majeure events, third-party hacking or cracking, internet infrastructure failures or other server failures on the Partner's side, or any other reason that cannot be attributed to the Company, or (ii) necessary measures taken by the Company in order to provide the Service, such as performing emergency system maintenance, checkups or maintenance.

10. Company's Exemption from Liability

- (1) Attribute information used for targeting is calculated based on analysis of the Company's users' behavior using an original algorithm set by the Company, and the

Company does not guarantee that the attribute information is accurately attributed to each user.

- (2) The Company shall not, in any case, guarantee or bear responsibility in relation to:
 - (a) the submitted materials and Redirect Links; (b) any acts by the Company's users or any third parties in relation to submitted materials or Redirect Links; (c) proposal documents or any items provided or lent out by the Company to the Partners in relation to advertisement distribution (including, without limitation, advice, proposals, predictions, or any other information provided by the Company to the Partners), or any results of their use; or (d) the quality of submitted materials, its distribution location, and the accuracy of the targeting feature.
- (3) Even when the advertisement distribution system is operating properly, there may be cases where advertisement content will not be correctly displayed or the users cannot be redirected to the Redirect Links by clicking, due to the user's settings, the version of the app, or other settings and usage environment issues. The Company shall also bear no responsibility in such cases as well.

11. Payment

The Company will calculate the usage fees for the Service at the end of each month and will, in principle, send an invoice to the Partner within the first ten (10) business days of the following month. The Partner shall pay the usage fees described on the invoice to the bank account designated by the Company by the end of month in which the Partner receives the invoice. The Partner shall bear any bank commissions imposed on such payment.

12. Handling of Data

In the Service, the Partner's advertisements will be displayed on the users' Timeline, LINE NEWS and/or advertisement slots in the messages sent from the Partner's or the Company's LINE Official Account, etc. The Company will provide the Partner with click counts, impression totals, completed views and other data related to the results of the advertisement, in relation to advertisements distributed by the Partner (not including information which enables the Partner to identify an individual; hereinafter, "**Provided Information**"). With regard to Provided Information and advertisement identifier information used within the Service, the Partner agrees that the Company may acquire and use the said information perpetually, without bearing any royalties, for the purpose of enhancing the performance of the Service and/or improving the overall quality of the Service.

13. Relationship Between Basic Terms and Conditions and Media Guides

The Basic Terms and Conditions of LINE Services for Business Partners and the items prescribed in the media guides relating to the Service shall apply to the Service. In any instance where there is a conflict between these provisions, the media guides shall take precedence, followed by these Terms of Use, and then the Basic Terms and Conditions of LINE Services for Business Partners.

14. Changes to These Terms of Use

The Company may modify these Terms of Use or the media guides. After modification, the Company will publicly release the amended Terms of Use or media guides on the Company website, or deliver them individually to the Partners. The Partners shall be deemed to have given their consent to the modifications of these Terms of Use or the media guides upon their use of the Service after such public release or delivery.

Enacted: May 2, 2016

Revised: June 21, 2017