

CONFIDENTIAL



# ADVERTISING RENTAL AGREEMENT BETWEEN

**Your Company Name**

AND

**Pugh and Price Co**

Contract Reference Number

**CNT-2025-00001**

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## 1. DEFINITIONS AND INTERPRETATION

In this Agreement, unless the context otherwise requires, the following terms shall have the meanings set forth below:

<b>"Agreement"</b>	means this Premium Advertising Agreement including all schedules and annexures hereto;
<b>"Advertising Content"</b>	means any and all materials, artwork, designs, text, graphics, or other content provided by the Client for display on the Advertising Space;
<b>"Advertising Space"</b>	means the billboard(s) and/or advertising locations specified in Section 3.1 of this Agreement;
<b>"Business Day"</b>	means any day other than a Saturday, Sunday, or public holiday in ;
<b>"Commencement Date"</b>	means 23rd May 2025;
<b>"Confidential Information"</b>	includes all information exchanged between the parties relating to this Agreement, the Advertising Space, pricing, business processes, and technical details;
<b>"Contract Period"</b>	means the period from the Commencement Date to 23rd January 2027, inclusive;
<b>"Force Majeure Event"</b>	means any event beyond the reasonable control of either party, including but not limited to natural disasters, war, civil unrest, or governmental actions;

<b>"Intellectual Property Rights"</b>	means all patents, trademarks, service marks, designs, copyright, trade secrets, know-how, and other intellectual property rights;
<b>"Monthly Fee"</b>	means the sum of MK 450,000.00 payable monthly in advance;
<b>"Service Level Agreement"</b>	means the maintenance and service standards set forth in Section 4 of this Agreement;

## 1.2 Interpretation

In this Agreement, unless the context otherwise requires:

- words importing the singular include the plural and vice versa;
- words importing any gender include all genders;
- references to persons include corporations and other entities;
- references to clauses and schedules are to clauses of and schedules to this Agreement;
- headings are for convenience only and do not affect interpretation;
- references to currency are to MWK unless otherwise specified;
- if any payment under this Agreement is due on a day that is not a Business Day, the payment shall be made on the next Business Day.

## 2. AGREEMENT TERMS

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This Premium Advertising Agreement (the "Agreement") is made and entered into on **22nd May 2025** between:

**Your Company Name**, a company registered under the laws of , with registration number , having its registered office at , , , (hereinafter referred to as "**the Company**")

**AND**

**Pugh and Price Co**, a company registered under the laws of South Africa, having its principal place of business at 82371 Jacobs Bridge, Pietermaritzburg, Northern Cape, South Africa (hereinafter referred to as "**the Client**")

WHEREAS, the Company owns and operates premium advertising spaces and billboards;

AND WHEREAS, the Client wishes to rent such advertising spaces for the purpose of displaying their advertising content;

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

### 3. FINANCIAL TERMS

#### 3.1 Advertising Space Details

Billboard Code	Location Details	Monthly Rate
BH-MZ-00001 9m x 6m	Alvin Hardin, Katoto Mzuzu, Northern Region, Northern Region	MK 450,000.00
Subtotal:		MK 450,000.00
Total Monthly Amount:		MK 450,000.00

#### 3.2 Payment Terms

##### 3.2.1 Payment Schedule

Payment Period	Due Date	Amount	Payment Method
May 2025	18th May 2025	MK 450,000.00	Bank Transfer
June 2025	18th June 2025	MK 450,000.00	Bank Transfer



Payment Period	Due Date	Amount	Payment Method
July 2025	18th July 2025	MK 450,000.00	Bank Transfer
August 2025	18th August 2025	MK 450,000.00	Bank Transfer
September 2025	18th September 2025	MK 450,000.00	Bank Transfer
October 2025	18th October 2025	MK 450,000.00	Bank Transfer
November 2025	18th November 2025	MK 450,000.00	Bank Transfer
December 2025	18th December 2025	MK 450,000.00	Bank Transfer
January 2026	18th January 2026	MK 450,000.00	Bank Transfer
February 2026	18th February 2026	MK 450,000.00	Bank Transfer
March 2026	18th March 2026	MK 450,000.00	Bank Transfer
April 2026	18th April 2026	MK 450,000.00	Bank Transfer

Payment Period	Due Date	Amount	Payment Method
May 2026	18th May 2026	MK 450,000.00	Bank Transfer
June 2026	18th June 2026	MK 450,000.00	Bank Transfer
July 2026	18th July 2026	MK 450,000.00	Bank Transfer
August 2026	18th August 2026	MK 450,000.00	Bank Transfer
September 2026	18th September 2026	MK 450,000.00	Bank Transfer
October 2026	18th October 2026	MK 450,000.00	Bank Transfer
November 2026	18th November 2026	MK 450,000.00	Bank Transfer
December 2026	18th December 2026	MK 450,000.00	Bank Transfer
January 2027	18th January 2027	MK 450,000.00	Bank Transfer

### 3.2.2 Payment Terms and Conditions

All payments shall be made in Malawian Kwacha (MWK);

- b. Payments are due five (5) business days before the start of each month;
- c. Late payments shall incur interest at 2% per month on the outstanding amount;
- d. Bank charges and transfer fees shall be borne by the Client;
- e. The Company reserves the right to suspend services if payment is overdue by more than 15 days;
- f. Annual rate reviews may apply, with any increases limited to the official inflation rate + 2%.

### 3.2.3 Banking Details

Bank Name:	
Account Name:	
Account Number:	
Branch Code:	
Swift Code:	
Reference:	CNT-2025-00001

## 4. MAINTENANCE AND SERVICE LEVEL AGREEMENT

### 4.1 Service Level Standards

Service Category	Response Time	Resolution Time	Service Level
Critical Issues (Display failure, structural damage)	2 hours	24 hours	99.5%
Major Issues (Lighting, partial display issues)	4 hours	48 hours	98%
Minor Issues (Aesthetic maintenance)	24 hours	5 business days	95%

### 4.2 Maintenance Schedule

The Company shall conduct regular maintenance as follows:

- a. Weekly visual inspections of all advertising displays;
- b. Monthly technical inspections of lighting and electrical systems;
- c. Quarterly structural integrity assessments;
- d. Bi-annual deep cleaning and preventive maintenance;
- e. Annual comprehensive structural and safety audits.

### 4.3 Quality Assurance

- 4.3.1 The Company shall maintain photographic records of display quality;
- 4.3.2 Monthly quality reports shall be provided to the Client;
- 4.3.3 Independent quality audits shall be conducted quarterly;
- 4.3.4 The Client shall be notified of any maintenance that may affect display visibility.

#### 4.4 Service Credits

Service Level Breach	Duration	Credit
Display Downtime	> 24 hours	10% of monthly fee
Lighting Issues	> 48 hours	5% of monthly fee
Resolution Delay	> SLA Timeline	2% per day

## 5. INTELLECTUAL PROPERTY RIGHTS

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### 5.1 Ownership of Rights

5.1.1 The Client retains all Intellectual Property Rights in the Advertising Content;

5.1.2 The Company retains all Intellectual Property Rights in the Advertising Space and related infrastructure;

5.1.3 Neither party shall acquire any rights in the other party's Intellectual Property except as expressly provided in this Agreement.

### 5.2 Client Warranties

The Client warrants and represents that:

- a. it owns or has proper license to use all Intellectual Property Rights in the Advertising Content;
- b. the Advertising Content does not infringe any third party's Intellectual Property Rights;
- c. use of the Advertising Content as contemplated by this Agreement will not violate any applicable laws or regulations;
- d. it shall indemnify the Company against any claims arising from breach of these warranties.

### 5.3 Usage Rights

5.3.1 The Client grants the Company a limited, non-exclusive license to display the Advertising Content during the Contract Period;

5.3.2 The Company may photograph or record the displayed Advertising Content for documentation and portfolio purposes;

5.3.3 The Client may not use any photographs or recordings of the Advertising Space without the Company's prior written consent.

## 6. CONFIDENTIALITY

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### 6.1 Confidential Information

Each party acknowledges that during the Contract Period it may receive Confidential Information from the other party. Each party agrees that:

- a. it shall maintain the confidentiality of all Confidential Information;
- b. it shall use Confidential Information solely for the purposes of this Agreement;
- c. it shall apply security measures no less stringent than it applies to its own confidential information;
- d. it shall restrict access to Confidential Information to those employees who need to know for the purposes of this Agreement.

### 6.2 Exceptions

The obligations of confidentiality shall not apply to information that:

- a. is or becomes publicly known through no fault of the receiving party;
- b. was in the receiving party's possession before receipt from the disclosing party;
- c. is rightfully received from a third party without a duty of confidentiality;
- d. is required to be disclosed by law or governmental authority.

### 6.3 Duration

6.3.1 The obligations of confidentiality shall survive the termination of this Agreement for a period of five (5) years;

6.3.2 Upon termination or expiry of this Agreement, each party shall return or destroy all Confidential Information of the other party;

6.3.3 Any Confidential Information retained for legal requirements shall remain subject to the confidentiality obligations of this Agreement.

## 7. LIABILITY AND INDEMNIFICATION

### 7.1 Insurance Requirements

Insurance Type	Minimum Coverage	Provider Requirements
Public Liability	MK 5,000,000	A+ rated insurer
Professional Indemnity	MK 2,000,000	A+ rated insurer
Property Damage	MK 1,000,000	A+ rated insurer

### 7.2 Limitation of Liability

- 7.2.1 Neither party shall be liable for any indirect, incidental, special, consequential, or punitive damages;
- 7.2.2 The Company's total liability under this Agreement shall not exceed the total amount paid by the Client in the preceding 12 months;
- 7.2.3 These limitations shall not apply to:
- a. Death or personal injury caused by negligence;
  - b. Fraud or fraudulent misrepresentation;
  - c. Breach of confidentiality obligations;
  - d. Willful misconduct or gross negligence.

### 7.3 Indemnification

- Each party (the "Indemnifying Party") agrees to indemnify, defend, and hold harmless the other party from and against any claims arising from:
- a. Breach of this Agreement by the Indemnifying Party;
  - b. Negligence or willful misconduct of the Indemnifying Party;
  - c. Violation of applicable laws or regulations;
  - d. Infringement of third-party intellectual property rights.



## 8. TERM AND TERMINATION

### 8.1 Contract Term

- 8.1.1 This Agreement commences on 23rd May 2025 and continues until 23rd January 2027;
- 8.1.2 The Agreement may be renewed for additional periods by mutual written agreement;
- 8.1.3 Renewal negotiations shall commence at least 90 days before the expiry date.

### 8.2 Termination Rights

This Agreement may be terminated:

- a. By either party with 90 days written notice;
- b. Immediately by either party in case of material breach;
- c. By the Company if the Client fails to pay any amount when due;
- d. By either party if the other becomes insolvent or bankrupt.

### 8.3 Consequences of Termination

Timeline	Client Obligations	Company Obligations
Immediate	<ul style="list-style-type: none"><li>- Cease using the Advertising Space</li><li>- Pay all outstanding amounts</li></ul>	<ul style="list-style-type: none"><li>- Remove Advertising Content</li><li>- Secure the space</li></ul>
Within 7 days	<ul style="list-style-type: none"><li>- Return any Company property</li><li>- Provide final artwork files</li></ul>	<ul style="list-style-type: none"><li>- Return any Client property</li><li>- Provide final documentation</li></ul>

Timeline	Client Obligations	Company Obligations
Within 30 days	<ul style="list-style-type: none"><li>- Settle any termination fees</li><li>- Complete exit inspection</li></ul>	<ul style="list-style-type: none"><li>- Provide final invoices</li><li>- Complete site restoration</li></ul>

## 9. FORCE MAJEURE

### 9.1 Force Majeure Events

Neither party shall be liable for any failure or delay in performing its obligations under this Agreement due to Force Majeure Events, including but not limited to:

- a. Natural disasters (floods, earthquakes, hurricanes);
- b. Acts of war, terrorism, or civil unrest;
- c. Government actions or regulations;
- d. National or regional emergencies;
- e. Power failures or telecommunications breakdowns;
- f. Epidemics or pandemics;
- g. Any other events beyond reasonable control.

### 9.2 Notification and Mitigation

9.2.1 The affected party shall notify the other party within 48 hours of becoming aware of a Force Majeure Event;

9.2.2 The notification shall include:

- a. Nature of the Force Majeure Event;
- b. Expected duration of the impact;
- c. Steps being taken to mitigate the impact;
- d. Regular updates on the situation.

### 9.3 Contract Adjustments

Duration of Event	Contract Adjustment	Financial Impact
7 days	Contract extended by affected period	Pro-rata credit for affected days
7-30 days	Optional contract extension	50% fee reduction during period

Duration of Event	Contract Adjustment	Financial Impact
> 30 days	Right to terminate without penalty	Full fee waiver for affected period

## 10. GOVERNING LAW AND JURISDICTION

### 10.1 Governing Law

10.1.1 This Agreement shall be governed by and construed in accordance with the laws of ;

10.1.2 The United Nations Convention on Contracts for the International Sale of Goods shall not apply;

10.1.3 The language of this Agreement is English, which shall be the ruling language in any dispute.

### 10.2 Dispute Resolution

Any dispute arising out of or in connection with this Agreement shall be resolved as follows:

<b>Step 1: Negotiation</b>	<ul style="list-style-type: none"><li>- Senior executives shall meet within 14 days</li><li>- Good faith negotiations for 30 days</li></ul>
<b>Step 2: Mediation</b>	<ul style="list-style-type: none"><li>- Appointment of mutually agreed mediator</li><li>- Mediation within 45 days of appointment</li><li>- Costs shared equally</li></ul>
<b>Step 3: Arbitration</b>	<ul style="list-style-type: none"><li>- Final and binding arbitration</li><li>- International Arbitration Centre</li><li>- Single arbitrator</li><li>- English language proceedings</li></ul>

### 10.3 Legal Notices

All notices under this Agreement shall be:

- In writing and in English;
- Delivered by hand, courier, or registered mail;
- Sent to the addresses specified in this Agreement;
- Deemed received:

- Hand delivery: at time of delivery
- Courier: next business day
  - Registered mail: 5 business days

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IN WITNESS WHEREOF

The parties hereto have executed this Premium Advertising Agreement as of the date first above written.

For and on behalf of:

Your Company Name

\_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

,

E: info@company.com \_\_\_\_\_

For and on behalf of:

Pugh and Price Co

\_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Date: \_\_\_\_\_

82371 Jacobs Bridge  
Pietermaritzburg, Northern Cape  
South Africa  
T: +265947275180



E: rerapeгим@mailinator.com

**WITNESS 1**

\_\_\_\_\_

Name : \_\_\_\_\_

ID/Passport : \_\_\_\_\_

**WITNESS 2**

\_\_\_\_\_

Name : \_\_\_\_\_

ID/Passport : \_\_\_\_\_