

# Non-Binding Offer

# STROER

Stroer Deutsche Städte Medien GmbH, Goethestraße 13 A, 30169 Hannover  
 Your contact: [redacted] Tel. [redacted]  
 Editor: Lisa Stiehl

Customer: ProMéxico, Camino a Santa Teresa No. 1679, Col. Jardines del Pedregal, C.P. 01900, Delegación Álvaro Obregón, Ciudad de México, México.  
 Advertiser: Deutsche Messe AG, Messengelände, 30521 Hannover  
 Motive: Mexico

Vis N°: 384358

Date: 19 March 2018

Direct debit:  
 Hereby I allow a direct debit order for the the abovementioned order.

IBAN: ..... BIC: .....

Name of institution: ..... Name account holder (block letter): .....

Signature of account holder: .....

**Important information:**  
 Regarding to the booking of billboards, mega-lights, city-light-columns, city-light-posters or solo-silo-columns without additional services (for example the production of the advertising material or mixed orders with other forms of advertising), this offer is submitted on behalf of the Media Innovation Center Düsseldorf GmbH ("MIC Düsseldorf"), Heinfischstraße 24, 40239 Düsseldorf. After ordering you'll receive an order confirmation from MIC Düsseldorf. With its receipt you enter into a contract with MIC Düsseldorf. If not agreed upon differently up to the time of ordering the invoice will be issued by MIC Düsseldorf. The general terms and conditions of MIC Düsseldorf apply, which Stroer or MIC Düsseldorf will send you upon request, or which are available on the homepage for review and printing at [www.mic-duesseldorf.de](http://www.mic-duesseldorf.de). For other bookings than listed in No 1 sentence 1 the offer is submitted on behalf of Stroer Deutsche Städte Medien GmbH, who will be your contract partner after confirming the order. In those cases the general terms and conditions of Stroer Group apply, which we will send you up on request, or which are available on the homepage for review and printing at [www.stroer.de](http://www.stroer.de). You will receive the order confirmation and the invoice via mail or email. For campaign advertising the invoicing will be ten days before the particular commencement of the posting, for permanent advertising contracts it will be at the beginning of the mentioned current accounting cycle. The actual costs may differ from the ordered volumes and will be documented in the invoice. Neither Stroer nor MIC Düsseldorf give you an assurance for the availability of the ordered spaces. Prior sales cannot be excluded. All prices indicated are without the value added tax. For a smooth process it is necessary to submit the design template four weeks before starting of the campaign.

*[Handwritten signature]*

PROMEXICO  
 [Stamp]

Placing the order:  
 Frankfurt 29.03.2018  
place, date, name, company stamp



Please send your order to  
 will be sent to the above e-mail

La Coordinación de Comunicación Institucional ha clasificado PARCIALMENTE palabras de este documento, como CONFIDENCIAL, por contener DATOS PERSONALES, de conformidad con el Título 6°, Capítulo III, de la LGTAIP, y los artículos 108, 113 fracción I, y 118 de la LFTAIP, y los Lineamientos en la materia.

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Stroer Deutsche Städte Medien GmbH, Goethestraße 13 A, 30169 Hannover

Your contact: [Redacted] Tel. [Redacted]  
 Editor: Lisa Siefert

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Location	Medium	Location number	Period	Pieces	Production Total	Total media
Hannover main station	Station Tower	552228	14 days: 16.04.-30.04.2018	1	2.850,00 €	10.495,00 €
Hannover fair station Laalzen	Station Tower	730540	14 days: 16.04.-30.04.2018	1	2.850,00 €	8.122,50 €
Hannover main station	Big Banner	485547	14 days: 16.04.-30.04.2018	1	184,00 €	4.465,00 €
					<b>Total Media:</b>	<b>23.102,50 €</b>
					4,5% Cash discount	1.039,61 €
					<b>Total</b>	<b>22.062,89 €</b>
					<b>Production costs:</b>	<b>5.886,00 €</b>
					<b>Total costs:</b>	<b>27.948,89 €</b>

Production always calculated for 1 motive. Production data needed 4 weeks before campaign's start.