

“Basic overview” of Rule 40 applied in Japan

1) Regulation period of using participants’ images

During the period determined by the IOC (from the date of opening of the Olympic Village of the Tokyo 2020 Olympic Games until the date two days after the Closing Ceremony of the Tokyo 2020 Olympic Games inclusive (i.e. 14 July 2020 until 11 August 2020 inclusive).

The Tokyo 2020 Olympic Games : from 14 July, 2020 to 11 August, 2020

2) Key principles

All Participants are permitted to promote their sponsors , and all sponsors (including Olympic Partners and Non-Olympic Partners) are permitted to use Participants’ looks, names, videos (to be stated as “participants’ images”) in the aim of commercial activities in accordance with following terms and conditions.

3) Definition of personal sponsor

- Personal sponsor

Companies and organizations which are supporting participants by supplying goods and fund and promoting participants using their images through their commercial activities.

- Affiliation

Companies and organizations which have been supporting/hiring participants contentiously and registered at NF in order participants to be in a competition.

“Important points with regards to Non-Olympic Partners”

1) Generic Advertising using participants’ images

During regulation period of using participants’ images, personal sponsors of participants are permitted to post Generic Advertising with participants’ images satisfying the conditions stated as below by receiving permissions in advance.

- ① Obtain participants’ consent of using their images
- ② No Olympic properties are included.
- ③ Should be Generic Advertising
- ④ Compliant to this guideline

2) Congratulatory Advertising by personal sponsors of participants

Personal sponsors of participants are not permitted to post any advertisement with congratulatory messages of supporting, encouraging for their participation and for their achievement at the Olympic Games.

3) Thank you message from participants to their personal sponsors

Participants are permitted to post Thank you message to their personal sponsors in public, such as on the Internet and SNS etc. during the regulation period of using participants' images but without using any Olympic Properties and association of personal sponsors and the Olympic and team Japan.

No limitation for number of posts.

Conditions of using participants' images in Generic Advertising

Using participants' images by personal sponsors with a submission of confirmation sheet to JOC in advance, the conditions of its use shall follow this guideline. Basic conditions are stated as follows:

① Posting period of advertisement

An advertisement which has been posting daily and constantly and not aiming the period when the attention of the Olympic Games is peaked. **(Advertising materials which has been in public by 31 March, 2020.)**

② Expression of advertisement

An advertisement with no association of the Olympic Games and Team Japan of the Olympic Games. Images of advertisement would be judged by composite elements such as slogan, narrative, outfit worn by the athletes, and place.

- ① The Olympic Games and Team Japan are not the theme of advertisement
- ② No Olympic and JOC properties are used
- ③ No association with the Olympic Games and Team Japan
- ④ Do not generate any association between goods and athletic performance of participants

Images of participants of TOKYO2020



A. Narrative / Slogan etc	B. Cloth / Equipment etc	C. Scene / Place etc	D. Other
<ul style="list-style-type: none"> • 2020(year) • Tokyo • medal • endeavor • performance • challenge • summer • tournament • For the people behind me • gold, silver, bronze • Abbreviations of teams (When targeted tournament is not specified) <ul style="list-style-type: none"> • sponsor • victory • world's no.1 • go for it • Japan • NO.1 <p>* Impression for viewers by combination and expression of those are the keys to judge rather than a presence of the word.</p>	<ul style="list-style-type: none"> • Uniform of Team Japan • Jersey of Team Japan • Cloth with the Rising Sun Flag 	<ul style="list-style-type: none"> • Scenes from existing international games • Scenes from existing games in Japan 	<ul style="list-style-type: none"> • Music • Graphic (similar to the Olympic look)

③ Mediums and places of posting advertisement

Should not be on live TV programs and featured pages for the Olympic Games, outdoor advertisement near venues and traffic advertising. (meaning all the advertisement including on newspapers, magazines, commercials on TV and Radio, outdoor advertisement, traffic advertising, flyers, the Internet, and SNS.)

④ Posting frequencies

Not radically increased frequencies compared to advertisement posting daily and constantly.

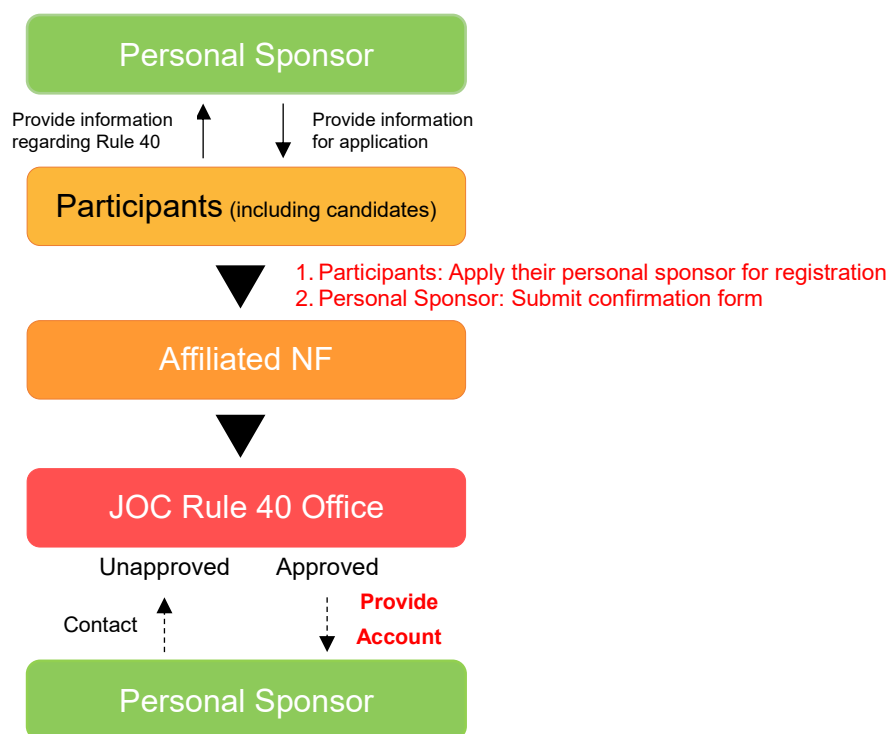
Registration of the Personal Sponsor by Participants

Participants required to register their personal sponsor with JOC in advance who possibly to use their images during the Games Period (Rule 40). The following information should be included:

- Name of the organisation
- Name of the person in charge, his/her contact information including their department
- IP address of the sponsor (for security)

Application for registration of the personal sponsor: by 31 March 2020

*It may negotiable for participants who is chosen as a represent later than the deadline above.



Points

- Do not use any Olympic Properties. Do not use any suggestive expression in association with Olympic, Tokyo2020 and JOC represents.
- Follow the guidelines provided by JOC and Tokyo2020. Participants required to cooperate when JOC/Tokyo2020 determined that there is a risk of ambush marketing, including revising components and withdrawal of the application.
- Participants need to be aware it is possible to be disqualified from taking part in Tokyo2020, when the violence of rule 40 is confirmed (including application and registration process).

• In addition, the personal sponsor also needs to be aware it may be forbidden to use any of Participant's images who will be dispatched through JOC to the international sports competition held in the year of 2021 and later than 2021, when the violation of Rule 40 by personal sponsor is confirmed.

Application of Advertisement Contents and Execution Report

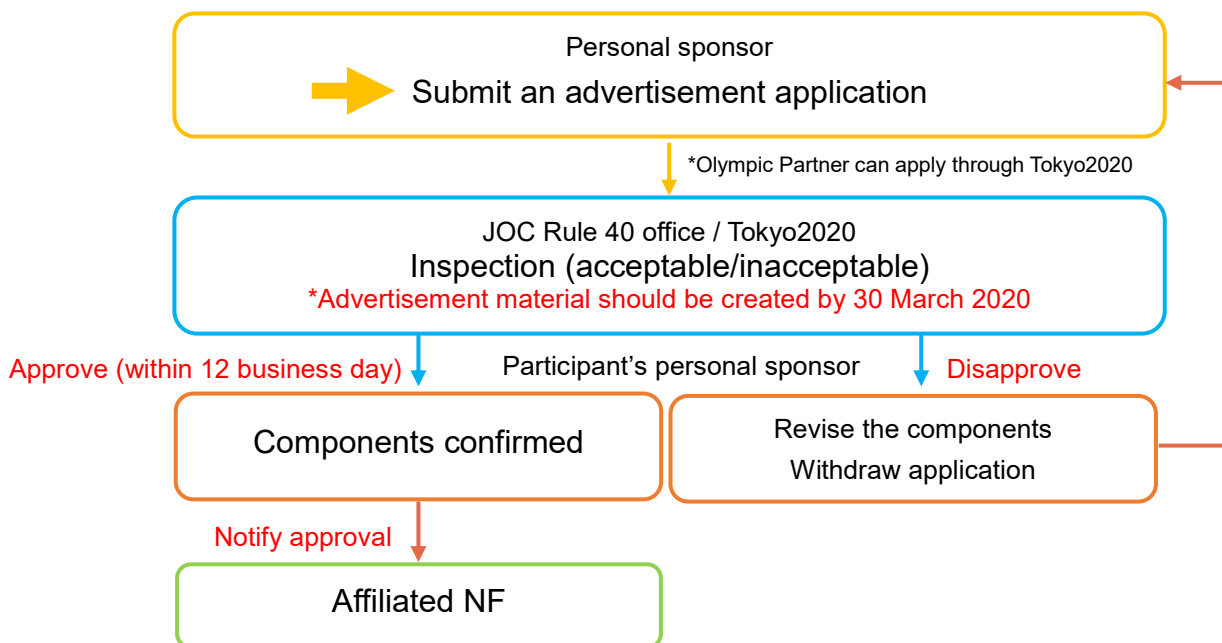
Application

Prior application is required from the account provided by JOC via the approval system, when a personal sponsor uses participant's images according to the guideline during the period of Rule 40. Details of advertisement contents should be included for JOC inspection. JOC approves when there is no conflict with guidelines.

Application: by Friday, 15 May 2020

※The latest deadline will be Tuesday, 30 June 2020 for rejected cases and for reapplication

※Details of the contents applied by the personal sponsor may be shared with NF if requested



Execution Report of the Advertisement/Commercial

Execution report is required when a personal sponsor used Participant's images according to the guideline during the period of Rule 40.

※the execution report may be shared with NF if requested

Execution Report: by Monday, 31 August 2020