

## Media Standards for YieldOne® Service

The "Media Standards for YieldOne® Service" shall define the "acts that conflict with the media standards separately determined by the Company" as stipulated in Article 23.1 (21) of the YieldOne® Service Terms of Use (hereinafter referred to as the "Terms"). In the event of any amendment to these Terms and Conditions and the relevant clause is changed, the "acts in conflict with the media standards separately determined by the Company" in the relevant clause after the change shall be indicated.

The media managed or handled by the customer (hereinafter referred to as the "Media") shall be none of the following items related to the terms of use of the advertising transaction service provided by the operation and management system "YieldOne®" (hereinafter referred to as the "service") of the online advertising space sales business operated by Platform One Co., Ltd. (hereinafter referred to as the "Company") is not applicable, and we guarantee that the media is not intended for children under the age of 13. The Company shall be able to examine this media, and if it is determined that this media falls under any of the following items, it shall refuse, suspend or prohibit the use of this service by the customer. Suppose you can. In addition, we shall make all such judgments independently, and we shall not be obliged to disclose the process and grounds of the judgment.

- (1) Pornographic, adult, adult-oriented, dating content or other sexually explicit expressions, or media in which such advertisements are posted.
- (2) Media that infringes or may infringe the intellectual property rights, copyrights, trademark rights, portrait rights, publicity rights, privacy rights or other rights of any third party.
- (3) Media that is or may be damaging to the reputation or credibility of a third party.
- (4) Media that slanders, defames, insults, threatens, or attacks a third party.
- (5) Media that affirms, solicits, or encourages murder, abuse, suicide, or other crimes, or contains content that may do so.
- (6) Media that promotes the sale or manufacture of illegal drugs, illicit drugs, weapons, or ammunition.
- (7) Media that displays shocking content or promotes violence, violent language, gruesome or disgusting imagery, or graphic images.
- (8) Media content related to pyramid schemes, infinite chain schemes, lead mail, network business, etc.
- (9) Media that leads to discrimination based on race, ethnicity, gender, creed, social status, place of residence, physical characteristics, medical history, education, property etc.
- (10) Media content that deceives, threatens, misleads, or makes users feel uncomfortable.
- (11) Media with no value to the user, such as unknown content, no content, or automatically generated or excessive advertising.
- (12) Media that alters the user's settings, forwards the user to an unsolicited website, initiates a download, incorporates malicious software, or displays pop-ups or popunders that interfere with the user's operation.
- (13) Media that includes a method to induce users to click or apply illegally.
- (14) Media related to programs that encourage users to click on advertisements or products, search, browse websites, or read e-mails by offering them rewards.
- (15) Any other media content that the Company deems inappropriate, such as expressions that are offensive to public order and morals, expressions that conflict with laws and regulations, and expressions that are or may be interpreted as inappropriate from a socially accepted viewpoint.
- (16) Media that industry organizations such as the Japan Interactive Advertising Association deem inappropriate.
- (17) Media that do not clearly state the means of communication with the customer or the administrator.
- (18) Media that violate or may violate industry guidelines, etc.
- (19) Other media that the company deems inappropriate.