TECHNICAL SPECIFICATIONS GOVERNING THE PRIVATE SPONSORSHIP CONTRACT THROUGH A NEGOTIATED PROCEDURE WITHOUT ADVERTISING, OF THE SPONSORSHIP CONTRACT OF THE BEST CHEF AWARDS (10th edition) FROM JANUARY 13 TO 14, 2027

1. Background

The Catalan Tourism Board (hereinafter ACT) carries out promotional, commercialization, advertising and marketing actions for Catalonia as a tourist destination both in Catalonia and Spain and abroad through its Action Plan and Objectives.

Since 2025, the ACT has deployed a set of tourism and gastronomic promotion actions taking advantage of Catalonia's positioning as one of the world's main gastronomic destinations and the international projection of its cuisine, its professionals and its culinary ecosystem.

In this context, gastronomy constitutes one of the main attributes of tourism differentiation of Catalonia and one of its most powerful assets of international projection. Over the last few decades, Catalonia has been the protagonist of a gastronomic revolution that has exerted a decisive influence on contemporary world cuisine. The quality of agri-food products, the recognition of its chefs and restaurants and the innovative capacity of the sector have consolidated Catalan cuisine among the most recognized and influential in the world.

Within this action plan, the ACT promotes actions aimed at reinforcing this positioning and consolidating the story of Catalonia as a leading gastronomic destination, in line with the international promotion campaign "Catalonia, the best cuisine in the world", territorialized through the tourist brands of Catalonia. This action will also contribute to the international dissemination of Catalan gastronomic culture and the content linked to the documentary series Genesis as tools for positioning and promoting Catalonia through gastronomy.

The ACT proposes sponsorship of the 10th edition of The Best Chef Awards, which will take place in Barcelona on January 13 and 14, 2027, as well as the promotional, editorial, digital and communication actions at the event.

The proposed actions are of great relevance for the objectives of international promotion of Catalonia. The Best Chef has consolidated itself as one of the main international platforms for gastronomic recognition, annually bringing together some of the most influential chefs in the world, professionals in the sector, content creators, specialized media and opinion leaders in international gastronomy.

The Best Chef platform develops a continuous international gastronomic communication activity through The Best Chef Awards, the Area professional sessions Talks, its own digital channels, editorial content, public relations actions and legacy programs linked to gastronomy.

The celebration of the 10th edition of The Best Chef Awards in Barcelona will position Catalonia as a meeting point for the international gastronomic community and will allow the Catalonia brand to be associated with the values of excellence, innovation, creativity and gastronomic leadership.

For all this, this legal business is considered convenient for the international promotion of Catalan gastronomy, the campaign "Catalonia, the best cuisine in the world" territorialized by tourist brands in Catalonia and the documentary series Genesis.

2. Object

The purpose of these specifications is to establish the particular technical conditions that must govern the contracting of advertising sponsorship for the 10th edition of The Best Chef. Awards , which will take place in Barcelona on January 13 and 14, 2027, to promote the Catalonia brand and the tourism promotion actions promoted by the Catalan Tourist Board, especially those linked to the "Catalonia, the best cuisine in the world" campaign, territorialized through the different tourist brands of Catalonia, as well as the promotion of the documentary series *Genesis.*

This sponsorship is configured as a form of indirect advertising, through which the ACT associates the Catalonia brand with one of the main international platforms for gastronomic recognition, obtaining in return a set of visibility, communication, public relations, editorial content, digital promotion and institutional presence actions before, during and after the event.

The sponsorship includes the participation of the ACT as " Official Co-Main" Partner " of the 10th edition of The Best Chef Awards, as well as the dissemination of specific content about the Catalonia brand, the territorialized "Catalonia, the best cuisine in the world" campaign through the tourist brands and the documentary series *Genesis* through the digital platform The Best Chef, its social networks, the professional activities associated with the event and the rest of the communication actions planned in the sponsorship agreement.

3. Obligations of the contracting company

The contractor is obliged to carry out the services covered by the contract and to deliver to the ACT the results derived from their execution within the established deadlines.
The Contractor grants ACT a non-exclusive, worldwide licence for a period of 3 years to reproduce, distribute, communicate to the public and adapt the ACT Deliverables, solely for use in ACT's promotional channels. "ACT Deliverables" means the promotional video, the editorial article, the interview and the photographs produced specifically for the ACT under this contract. The license applies only to the ACT Deliverables. It does not extend to other materials created in connection with the event.
The Contractor shall obtain and warrants that it has obtained, before delivering the ACT Deliverables, the authorisations necessary for ACT to use the likenesses of identifiable individuals appearing in those deliverables, including event attendees and speakers, for the purposes and within the scope of the licence granted above.

The contracting company will comply with the following obligations linked to the execution of the contract, which in any case will be considered essential obligations:

- The contractor is committed to the organization and execution of the 10th edition of The Best Chef event. Awards, which will take place in Barcelona on January 13 and 14, 2027, as well as all communication, promotion, institutional visibility, editorial content, professional activities and digital actions included in this contract.

- It is the responsibility of THE BEST CHEF sp . z o.o. , among others, to organize the event, hire the necessary spaces, process and obtain the permits that are required for the correct development of The Best Chef. Awards, as well as guaranteeing the appropriate conditions of security, organization and operation of the activities included in the official program of the event, exempting the ACT from any liability arising from its non-compliance.

- Likewise, THE BEST CHEF sp . z o.o. must subscribe to the civil liability insurance policies that are necessary in accordance with current regulations to cover possible damages and losses arising from the organization and celebration of the event, exonerating the ACT from any liability in this regard.

- The contractor will assume all expenses arising from the organization, execution and development of The Best Chef Awards, from the Area sessions Talks, associated communication and promotion actions, content creation and, in general, all other activities included in this contract, as well as all direct and indirect costs necessary for the correct development of the event and its international promotion.

- The contractor will prepare and deliver to the ACT a final campaign report and an impact report with the main indicators of results, audience, media coverage, digital activity, public relations and promotional return obtained.

- The contractor will also carry out the actions included in The Best Chef Legacy Program linked to the collaboration with Catalonia, as described in the Sponsorship Project.

The contractor will offer the ACT, within the framework of the aforementioned activities, the following compensation aimed at favouring and promoting the gastronomy of Catalonia and, therefore, the image of Catalonia as a destination for wine and food tourism :

A. ACTIONS PRIOR TO THE EVENT

- Recognition of the ACT as " Official Co-Main Partner " in the official collaboration announcement and in official communications prior to the event starting from signature date of the contract.

- Inclusion of the ACT logo and the Catalunya brand on the event-specific page of The Best Chef website.
- Inclusion of Catalonia as a host region in editorial communications related to the 10th edition of The Best Chef Awards.
- Broadcast of a specific announcement of the collaboration in early December 2026 between The Best Chef Awards and the ACT, through a press release with statements and institutional information from the ACT, distributed in The Best Chef 's international media database Awards and reinforced with specific content on the organization's social networks and digital channels, with the presence of Catalonia.
- Production and dissemination of a joint promotional video of the event with the participation of Catalonia as the host region (edited from materials provided by ACT).
- At least one dedicated post on the documentary series Genesis on The Best Chef's official social media channels.
- At least two dedicated posts linked to Catalonia and the event on The Best Chef's official social media channels; one mention in its newsletter and mentions in event communications when editorially appropriate.
- Creation and publication of a specific editorial article dedicated to Catalonia as the host region of the 10th edition of The Best Chef Awards, with content linked to its gastronomy and based on the campaign "Catalonia, the best cuisine in the world" facilitated by the Catalan Tourist Board.
- Dissemination of the content generated through the website, social networks, newsletters and the rest of The Best Chef 's own channels.

B. THE BEST CHEF AWARDS 2027 GALA CELEBRATION

- Presence of institutional logos in the main spaces of the event, including stages, LED screens, reception spaces, institutional areas and other physical and digital communication elements.
- Participation of an institutional representative of the Catalan Tourism Agency in the official awards ceremony
- Participation of an institutional representative of the Catalan Tourism Agency in the professional sessions of Area Talks included in the official event program.
- Presence of the Catalonia brand in the live broadcasts of the Gala and Area Talks conference.
- Inclusion of the logos of the Catalan Tourism Agency and the Catalonia brand in communications, accreditations, programs, information materials and official signage of the event.
- Screening of the promotional video "Feel Catalonia, live the culture" in the first block of the ceremony, with the presence of the Catalonia brand.
- Participation of Catalan chefs and representatives of the Catalan gastronomic ecosystem in activities linked to the official program of the event, in accordance with the selection criteria established by the organization and without any influence on the selection, voting or results of The Best Chef Awards
- Mentions to the region by the master of ceremonies.

- Nominative institutional tickets available to the ACT (40 accreditations for the Awards Gala, 20 accreditations in the Area Talks and 5 accreditations for the lunch on January 14, 2027).
- Presence of the Catalonia brand in the area shared by the Official Co-Main Partners. The Best Chef will provide the space; branding materials will be supplied by the ACT at its own cost. The Best Chef will not build a stand or a dedicated space for the ACT.

C) POST-EVENT ACTIONS

- Participation of Catalonia in the actions developed within the framework of the Legacy Program promoted by The Best Chef.

- Maintenance of the presence of the Catalonia brand and content linked to sponsorship in The Best Chef 's digital assets until June 30, 2027.

- Before June 30, 2027, the awarded company must present a final impact and results report that includes, at a minimum, national and international media coverage data, digital impact, the results of the promotional actions developed, the actions carried out within the framework of The Best Chef. Legacy Program and an overall assessment of the results obtained.

4. Contract execution period

The duration of the contract will be from the date of formalization until June 30, 2027.

The services covered by the contract will be carried out within the following deadlines:

- The preparatory, communication, promotion, content creation, and dissemination activities prior to the celebration of the 10th edition of The Best Chef Awards will be developed from the formalization of the contract until December 31, 2026.

- Services related to communication, promotion, content creation and celebration of the 10th edition of The Best Chef Awards, the Area professional sessions Talks and the rest of the associated official activities will take place on January 13 and 14, 2027 in Barcelona.

- Post-event communication, promotion and dissemination activities, including activities linked to The Best Chef Legacy Program, may be carried out until June 30, 2027.

- Before December 31, 2026, the contractor must deliver a first report justifying the preparatory, communication, promotion, content creation and dissemination actions carried out prior to the event.

- Within a maximum period of 30 calendar days from the celebration of the 10th edition of The Best Chef Awards, the contractor must submit a second report justifying the actions carried out during the event and the associated communication and promotion actions.

- Until June 30,2027, the contractor must deliver a final impact and results report relating to the post-event communication, promotion, and dissemination actions, including those linked to The Best Chef Legacy Program, as well as the advertising return obtained.

5. Trademark application requirements

Regarding the Catalonia brand, it will be necessary to use the indications for applying logos and coexistence of brands in the Graphic Visual Identification Regulations of the Catalan Tourism Board .

Regarding possible campaigns carried out through the ACT social networks, the profiles, both brand and institutional, will be tagged in all communications made through these channels and the corresponding profiles will be chosen from the tables shown.

6. Contract monitoring

The person responsible for the contract is Beatriz Nubiola de Palacio, director of the Offer Unit of the ACT, who is responsible for monitoring and supervising the execution of the object of the contract, as well as the fulfilment of the advertising services upon termination of the contract.

The person responsible for the contract will validate each and every one of the applications where the ACT logo and the Catalonia brand appear, as well as the territorialized “Catalonia, the best cuisine in the world” campaign. For this reason, prior approval of all materials will be required before their production by this ACT unit. The ACT shall approve or comment on each material within three (3) business days of receipt; after that period, the material shall be deemed approved.

7. Results report

Once the event has ended, the contracting company must present to the ACT a final campaign report and an impact report that proves compliance with the sponsorship payments.

These reports must include information on the development of the actions carried out, the communication and promotion actions carried out, the available digital impact data, the public relations actions carried out, the graphic compilation of the actions and a general assessment of the results obtained.

This documentation will constitute the justification for the execution of the consideration provided for in the contract.

8. Price and payment terms

The total amount of the contract is EUR 330,578.51 (VAT excluded). As an intra-EU B2B service, the invoice will be issued without VAT under the reverse charge mechanism.
Payment will be made in three instalments, each upon delivery of the corresponding justification report and invoice, without advance payment:

- First payment: 70% (EUR 231,404.96), upon the first report on the actions carried out until December 31, 2026.
- Second payment: 20% (EUR 66,115.70), upon the second report, submitted within 30 calendar days of the event.
- Third payment: 10% (EUR 33,057.85), upon the final impact and results report, submitted no later than June 30, 2027.

The ACT will certify each report upon receipt and pay the corresponding invoice within 30 days.