

Sponsorship Agreement Bløderforeningen digitale nyhedsbrev

between

Bayer A/S
Division Bayer Pharmaceuticals
Arne Jacobsens Allé 13; 7., 2300 København S
Denmark
CVR-nr. DK 16 08 98 18
(**"Bayer"**)

and

Danmarks Bløderforening
Blekinge Boulevard 2
2630 Taastrup
CVR-nr. DK 11 80 29 90
(**"Organisation"**)

1. Scope of the sponsored activity

Organisation is active in the field of bleeding disorders and is dedicated to supporting people with bleeding disorders or Immune Thrombocytopenia (ITP). Danmarks Bløderforening offers relevant companies the opportunity to have their company logo featured in Danmarks Bløderforening's digital newsletters starting in 2026. As of January 1, 2026, there are 592 subscribers to the association's newsletter, with an average open rate of 57.6% for newsletters in 2025. Between 4 and 6 newsletters are sent out annually. For 6,000 DKK, relevant companies can have their logo featured in two digital newsletters each year. The logo, with the option to click through to the chosen company website, will be placed at the end of the newsletter in alphabetical order. The newsletters are also available on Danmarks Bløderforening's website: <https://www.bloderforeningen.dk/om-foreningen/udgivelser/nyhedsbrev/>. Bayer will sponsor the Activity in accordance with relevant laws and regulations, including but not limited to, "The Danish Ethical Rules for Promotion of Medicinal Products towards Healthcare Professionals" set out by ENLI, effective from June 2022 until further notice.

Activity: Logo and link in Danmarks Bløderforening's digital newsletters

Date: 2026

Place: Online

2. Parties obligations

- 2.1. Bayer shall sponsor the Activity described in provision 1.
- 2.2. The Organisation arranging the activity described in provision 1 shall provide Bayer with free participatioen of 2 Bayer employees and Bayer's name and logo on the invitation as market return service for the sponsorship. Both parties agree that the market return service provided is of fair market value.

3. Finance

- 3.1. Bayer has committed to sponsor the activity with the amount of DKK 6.000 (six thousand Danish kroner) . Bayer's financial sponsorship is to support costs connected to the Activity, this includes, but is not limited to, venue costs, consultancy honorarium and meals within the permitted spending cap. The sponsorship shall not be used for other costs such as; social activities, costs for ordinary business, internal activities or activities otherwise in conflict with applicable laws and regulations. Travel and accommodation must be reasonable and in accordance with applicable laws and regulations. The sponsorship is based on provided budget from the Organisation. See appendix 1 to this agreement.
- 3.2. The financial outcome shall be disclosed to Bayer no later than six months after the Activity has taken place. If Bayer's financial sponsorship generates a surplus the Organisation shall refund Bayer with the excess amount, unless otherwise agreed between the parties.
- 3.3. Any payments made by Bayer will be upon receipt of a proper invoice (to be issued in the name and on the letterhead of the Organisation) including reference- Purchase Order number and which meets all requirements according to applicable VAT requirements. Bayer shall pay within 45 days from receipt of the correct invoice.
- 3.4. Payment will be administrated and invoiced by Danmarks Bløderforening to Bayer on the following address.

Invoice address:
Bayer A/S
c/o Invoice reception point
D-51368 Leverkusen
Germany

Reference: PO number will be provided by local Business Operation Specialist.

4. Transparency

- 4.1. The Parties agree that the content of this agreement can be disclosed to a third party on request.
- 4.2. The Parties declare that this Agreement is not in any way associated with any business or sales activities between the Parties hereto and in particular the Organisation is by no means obligated to prescribe, recommend or purchase any goods from Bayer.
- 4.3. The Organisation shall in sufficient time prior to the Activity, however not before signing this Agreement, on their website or on another appropriate place, clearly announce Bayer supporting the Activity as a sponsor. The Organisation shall also in invitation to the attendees of the Activity inform that the Activity is sponsored by the pharmaceutical industry.
- 4.4. Healthcare professionals should be aware of the rules in section 27 of the Advertising Order which oblige healthcare professionals to notify the Danish Health and Medicines Authorities (Lægemiddelstyrelsen) when expenses for attending professional activities abroad have been paid for. Notification can be done on the Danish Health and Medicines Authorities (Lægemiddelstyrelsen) website.

5. Contact

- 5.1. Bayer has appointed Cecilia Berndt, e-mail: cecilia.berndt@bayer.com as contact person for enquires regarding this Agreement.
- 5.2. Organisation has appointed Karen Binger Holm, e-mail kbh@bloderforeningen.dk , as a contact person for enquiries relating to this Agreement

6. Term

This contract comes into force of *upon signature of both Parties.*

7. Termination

- 7.1. If either Party is in breach or default in the performance of its obligations under this Agreement, and such breach or default continues for thirty (30) days after written notice by the other Party, may the non-breaching or non-defaulting Party have the right to terminate the Agreement with immediate effect.
- 7.2. If the Activity is cancelled the Organisation shall refund Bayer with the total amount of financial sponsorship. This includes any previous down payment.

8. Adverse Event/Product Technical Complaint

Under EU legislation Bayer and its contracted partners are obliged to fulfil certain Pharmacovigilance responsibilities stated in the Good Pharmacovigilance Practice (GVP) and relevant guidelines. Therefore Organisation agrees to provide to Bayer written reports of all Adverse Events, Product Technical Complaints regarding Bayer product(s) and service(s) covered by this Agreement that come to their attention by fax (+46 8 580 224 02) or e-mail (PV.nordics@bayer.com) within one (1) business day from receipt of information.

All known cases of exposure during pregnancy (including paternal exposure) and breastfeeding, misuse, abuse, lack of drug effect, overdose (accidental and intentional), medication error/use error, drug dependency, suspected transmission of an infectious agent, withdrawal syndrome, drug interactions, occupational exposure, off-label use, or unexpected Product benefit with respect to the Product(s) must be reported in the same manner as an Adverse Event /Product Technical Complaint.

For the purposes of this Agreement, an "Adverse Event "shall mean any untoward medical occurrence in a patient administered the Bayer product, which does not necessarily have to have a causal relationship with this treatment. A "Product Technical Complaint "is any report (written, electronic or verbal communication) about a potential or alleged failure of the Bayer product in its quality (including the identity, durability, reliability, safety, efficacy or performance) or suspected counterfeit. The complaint may or may not represent a potential risk to the patient.

9. Miscellaneous

- 9.1. This Agreement contains the entire agreement between the Parties. Any amendments to this Agreement shall be made in writing and duly signed by the Parties. If any provision of this Agreement is or becomes invalid or unenforceable, shall this not affect the remaining provisions

hereof. The Parties shall in this case replace the invalid or unenforceable provision with a provision that is as close as possible to the economic effect of the invalid or unenforceable provision.

- 9.2. This Agreement shall be construed, controlled and interpreted by the Laws of Denmark. The Parties agree to the exclusive jurisdiction of the Copenhagen Maritime and Commercial Court as first instance.

Taastrup 2/18/2026

(Place) (Date)
ORGANISATION

Signed by:
Karen Binger Holm
46A0A742616D4F7...

Signature

Karen Binger Holm, Head of Secretariat

2/18/2026

(Place) (Date)
BAYER A/S

DocuSigned by:
Cecilia Berndt
BBA570644C9C45E...

Signature

Cecilia Berndt, Customer & Product Lead

2/18/2026

(Place) (Date)
BAYER A/S

DocuSigned by:
Christoffer Guttel
C99B0D3D0C1F448...

Signature

Christoffer Guttel, Business Operation Specialist

10. Appendix

Danmarks Bløderforening
Blekings Boulevard 2
2630 Taastrup
Tlf. 3314 5505
www.bloderforeningen.dk



Bayer A/S
Att. Lars Lunau
lars.lunau@bayer.com

D. 5. januar 2026

Tilbud om logo og link i Danmarks Bløderforenings digitale nyhedsbreve

Fra 2026 tilbyder Danmarks Bløderforening relevante firmaer at få eksponeret firmalogo i Bløderforeningens digitale nyhedsbreve.

Der er pr. 1. januar 2026 tilmeldt 592 abonnenter til foreningens nyhedsbrev. Gennemsnit af åbningsraten på nyhedsbreve i 2025 var 57,6%. Der udsendes 4-6 nyhedsbreve årligt.

For 6.000 kr. tilbydes relevante firmaer plads til logo i to digitale nyhedsbreve årligt. Logo med mulighed for klik videre til selvvalgt firmasite placeres sidst i nyhedsbrevet. Logoer placeres i alfabetisk rækkefølge.

Nyhedsbrevene er også tilgængelige på Danmarks Bløderforenings hjemmeside:
<https://www.bloderforeningen.dk/om-foreningen/udgivelser/nyhedsbrev/>

Kontakt os gerne, hvis tilbuddet har interesse.

Venlig hilsen

Karen Binger Holm
Sekretariatsleder