

Cake Network Affiliate Rules

Cake Gaming N.V. ("Cake") permits its Partners to provide their Users with access to the Cake Services ("Users" and "Cake Services" having such meanings as are defined in each Partner's individual Agreement with Cake Gaming N.V.), subject to the Cake Network Partner Rules and the individual partner's Agreement.

One of the terms of the Cake Network Partner Rules is that all Partners must provide each of their affiliates with a copy of these Cake Network Affiliate Rules and, that all Partners are responsible for the conduct of their affiliates.

Please read these Rules carefully. By entering into a contract with any Partner from the Cake Network and agreeing to provide your players with access to the Cake Services you are certifying that you agree to be bound by the terms of these Rules. If any affiliate does not wish to be bound by these terms they must take steps to terminate their Agreement with all Cake Network Partners in accordance with the terms thereof and thereafter their players will be unable to access or use the Cake Services. If you require clarification on any aspect of these rules, please contact your affiliate manager.

These Rules may be changed or updated at any time by Cake, with reasonable notice to all Network Partners who will subsequently advise affiliates. Any partner who allows their players continued access to and use of, the Cake Services will mean that such an affiliate is deemed to agree to be bound by the most current version of these Rules.

Cake reserves the right to terminate the Agreement with any Partner as a result of the Partner or their affiliate violating these Rules, as determined by Cake in its sole discretion.

Any intentional violation of the Rules (as determined by Cake in its sole discretion), may result in the immediate termination of the Agreement as between Cake and the Partner. Any unintentional violation of the Rules may result in Cake issuing to the Partner a formal written warning ("Warning"). The Warning shall confirm that any further violation of the Rules by the Partners shall result in the immediate termination of the Agreement as between Cake and the Partner. Cake may also require the termination of the agreement as between any Cake Network Partner and their affiliate if the Partner and/or affiliate is found to have been breaching the terms of these Rules.

Cake hereby reserves the right to seek damages from any Partner, which may arise directly or indirectly as a result of the violation of any Rules by the Partner or the partner's affiliates, notwithstanding the fact that Cake may have terminated the Agreement with the Partner as a result of the Rule violation.

Affiliate programs

RakeBack Affiliates

- Can offer up to maximum of 33% Rakeback to players
- Commission structure for Rakeback affiliates must not exceed the following schedule:
 - 8% commission if your total player's monthly NGR is \$0-\$10k,
 - 12% if total NGR is between \$10k-\$200k, and
 - 15% if total NGR is >\$200k.
The commission % is based on the full amount not 8% on the 1st 10k, 12% for 10k-200k etc.
- Commission structure can be varied from the above in the event an affiliate refuses to market a site based on the quoted rates as a result of it already receiving a higher

rate from another network partner. In this situation the operator of the site which an affiliate is refusing to market should receive confirmation in writing from the affiliate as to what other network sites they are promoting and at what rates. This information should then be passed on to a member of the Network Partner Management Team who will verify this information. Once verified the partner will be permitted to match the rate being paid by the other Network partners to this affiliate. If requested by the Network, partners must verify the percentage being offered to an affiliate.

- Any cash promotions must go back to the Rakeback players in the form of free rolls, rake races or similar type promo.
- Rakeback affiliates cannot directly receive cash promotions
- Rakeback affiliates cannot be sub-affiliates of another affiliate.
- Network rakeback percentages can only be advertised by affiliates as “33%”, or “33%+” when advertising the Gold Stacks rewards program. No specific percentage for Gold Stacks rewards should be referenced.
- Players are permitted to have only one rakeback account on the network.
- Players will not be permitted to move their rakeback account to another operator or to open another rakeback account on the Cake Network unless their original account has been inactive for a period of three months or more. “Inactive” means that no real money poker transaction or activity whatsoever has taken place on the account during the period.
- The CakeNetwork Security Team’s decision on duplicate accounts is final.

Regular (non rakeback) Affiliates:

The three affiliate programs that can be offered are:

- Standard Revenue Share structure: Should use our suggested standard rates, which are:
 1. maximum 25% up to \$10K NGR/month,
 2. maximum 30% for \$10,001-\$20,000, and
 3. maximum 35% for greater than \$20,001.

Exceptions to these revenue share percentages can be made however the partners must seek the pre-approval of the Cake Network via the Partner Management team before offering increased rates to an affiliate. Exceptions to the suggested rates can also be made for short term promotions

- CPA: Can be offered.
- Hybrid structure: Can be offered

Deductions

The following deductions should be applied to gross revenue in order to calculate NGR for the affiliate in both the rakeback and non-rakeback affiliate programs.

- Deposit Bonuses, Shop purchases, Gold Card/Chip promotional winnings, deposit banking fees and cash prizes awarded from the Gold Stacks rewards program.
 - Shop
 - Make a purchase from the Shop and the value of the shop item is deducted
 - Tournaments
 - Use chips/cards to register for a tournament a player wins cash for, the cash won is deducted to calculate NGR
 - Use chips/cards to register for a satellite tournament and win a seat. NGR will be deducted the ‘value’ of the seat at the moment the player wins it

- Daily Lottery:
 - Redeem cards for cash and the amount claimed becomes an NGR deduction
- Gold Card Race
 - Win cash and the amount won becomes an NGR deduction
- Gold Stacks Cash Rewards
 - Claim any cash prize as part of the Gold Stacks rewards scheme and it becomes an NGR deduction.

Affiliate tournaments

Parameters for each Tier

- One full table is the minimum requirement for affiliate tournaments to start. (i.e., 10 players for all standard tournaments).
- All tournaments set up for a network partner's affiliate must be private (either ticket entry or password protected).
- Minimum 5 days notice to request a tournament be created or changed
- We reserve the right to approve the time/date/size and specifications of all network partner's affiliate tournament requests in order to be able to accommodate the best interests of the network
- No partner can host an exclusive gold card buy in tournament
- No Tournament should be promoted or advertised until after it is approved by the Tournament Team
- All cash buy in tournaments must have an associated fee (we cannot allow non fee tournaments; freerolls excluded). Minimum fee charged is 10 cents (or standard % fee to be stated on the request form)
- Network has the right to approve/reject specific affiliate tournaments based on past experience.
- Extensions such as '.com', or '.ca' etc. may not be used as part of tournament name.

A cash fee will be applied to all cash buy-in tournaments based on the network tournament fee schedule:

Buy-in	Fee
\$1 - \$99	10%
\$100 - \$199	9%
\$200 - \$299	7.50%
\$300 - \$499	7%
\$500 - \$999	6%
\$1000 - \$1999	5%
\$2000 +	4%

Network partner exclusive affiliate tournaments will have the player numbers limited (capped) based on the following guidelines.

Total freeroll Prize Pool	Player # cap
\$1 to \$100	500 players
\$101 to \$300	750 players
\$301 to \$500	1000 players
\$501 to \$1000	1500 players
\$1001 +	2000 players

- The total prize pool of a tournament is based on the total value of what the tournament is offering as prizes whether cash, satellite seats, gear etc. or any combination thereof.
- Freeroll tournaments are only available as 1500 starting stack, 10 minute blinds. Other settings can be customised but will require network approval.
- Freeroll tournaments must have a minimum cash prize pool (or equivalent prize pool value in tournament tickets/Gold Chips) of \$20. Satellites to other freeroll entry tournaments are also allowed.
- Freerolls cannot recur more than 4 times per day. Certain one off exceptions to this rule can be made in certain circumstances but require the prior approval in writing from a member of the Network Management team
- All tournament start times must be submitted in the GMT/UTC timezone.