

Campaign co-funding matrix - Tour Operators

Supports to co-branding campaigns to promote destino Madeira	
Price per paying guest accommodated by the TO with whom guests have signed a contract pursuant to this Protocol	
A	From 1,00 € to 4,50 €
B	From 1,00 € to 4,00 €
C	From 1,25 € to 4,25 €
D	From 1,50 € to 4,00 €

Legend:

A	Strategic Markets: RU + GER + FRA + POR + HOL
B	Development Markets: SPA + BEL + AUS + POL + SWI + SWE + DEN + NOR + FIN + ITA
C	Diversification Markets: BRA + USA + RUS + CHI
D	Other Markets

Notes:

1. Operations up to 2500 pax to be defined on a case-by-case basis by the Management Team up to a maximum support of 11.250 €
2. Maximum support to be granted by a Tour Operator: 80.000 € / year