MEMORANDUM OF AGREEMENT (MOA)

BETWEEN

THE ALLIANCE OF CANADIAN CINEMA, TELEVISION AND RADIO ARTISTS ("ACTRA")

AND

THE ASSOCIATION OF CANADIAN ADVERTISERS (THE "ACA")

(KNOWN COLLECTIVELY AS THE "PARTIES")

Whereas the Parties are party to the National Commercial Agreement including the Local & Regional Addendum (the "NCA") for the period June 1, 2025 to November 30, 2026;

Now therefore the Parties agree that the terms and conditions of the NCA remain in effect and form the basis of this renewal Agreement unless otherwise modified below.

1. The term of the NCA shall be effective the ratification date to May 31, 2027.

2. Effective ratification, there shall be an inflationary 2.5% increase to all minimum fees and rates, with an additional nominal Digital Media Use, Article 1820a rates (and similar Local & Regional rates apply in Article 803) increase as follows:

Performance Category	Digital Media Use increase
Principal/Solo Singer (on Camera)	$115.33
Silent on Camera	$115.33
Voice-Over/Solo Singer (off-Camera)	$83.03
Group Singer	$34.60

3. This MOA is subject to ratification by the Parties. In the case of ACTRA, their principals are their members and this Agreement will be sent to eligible members for approval via ratification vote. Ratification by both Parties shall occur and be communicated to the other Party no later than November 30, 2026. In the event this Agreement is not ratified by November 30, 2026, the June 1, 2025 to November 30, 2026 NCA shall continue in full force and effect.

4. Nothing in this Agreement shall change the rights or obligations of the ACA's members in respect of the NCA as they existed prior to the execution of this Agreement.

5. This MOA may be executed in counterparts, each of which shall be deemed to be an original, but all of which, taken together, shall constitute one and the same agreement. The Parties agree that the execution and exchange of the counterparts of this Agreement electronically, including by electronic transmission, is enforceable as if the counterparts were executed in original ink copies.