

REGULATIONS OF THE PRIZE-WINNING COMPETITION

“Live the experience of the Salone del Mobile.Milano”

PROMOTER

This competition with prizes (hereinafter, “Competition”) is promoted by:

FEDERLEGNO ARREDO EVENTI S.P.A. with registered office in Milan – Foro Buonaparte, 65 – Tax Code and registration number in the Milan Business Register: 06987590152 (hereinafter, “Promoter”)

TYPE

Competition in the form of a raffle with prizes awarded through a final draw.

PROMOTIONAL PERIOD

The Competition will be advertised from 14/04/2023.

It will be possible to take part in the Competition, in keeping with the procedure set out in these regulations, from 18/04/2023 to 24/04/2023 (hereinafter, “Participation Period”).

The final draw will be made by 05/05/2023.

TERRITORY

The data relating to the management of the Competition and its participants, being online participation, will be recorded on a special database resident in Italy.

PURPOSE OF THE COMPETITION AND RECIPIENTS

It should be noted that:

- the Salone del Mobile.Milano 2023 (hereinafter, also the “Event”), organized by the Promoter, is accessible from 18/04/2023 to 23/04/2023 during opening hours;
- the Event can be accessed by purchasing the entrance ticket (hereinafter, “Ticket”) on sale on the website <https://www.salonemilano.it> or directly on site at Fiera Milano Rho, in both cases after completing the online registration procedure (hereinafter, “Registration for Purchase”);
- these Regulations use inclusive language.

That said:

1) the Competition is open to adults who hold a Ticket and who have completed, in their own name, the Registration for Purchase (hereinafter, “Recipients”);

2) the Competition promotes: a. the purchase of Tickets and the consequent visit to the Salone del Mobile.Milano 2023; b. completion of the satisfaction survey questionnaire by the ticket-holders concerning their experience of the visit to the Salone del Mobile.Milano 2023.

PRIZES AND VALUE

Through the Competition, 10 prizes are on offer, each consisting of a Piquadro backpack for urban mobility personalized Salone del Mobile.Milano 2023 (hereinafter, “Prize”), with a value (manufacturer’s recommended retail price) of €125.00 (VAT included).

The total prize pool, equal to a total of 10 Prizes, is €1250 (VAT included).

HOW TO TAKE PART AND AWARDING THE PRIZES

For the purpose of participating in the Competition, a software application has been developed, accessible online during the Participation Period and based on new motion recognition technologies. This means that, by tilting your head to one side or the other, you can answer a series of questions about your degree of satisfaction with your experience of your visit to the Salone del Mobile.Milano 2023 (hereinafter, "Questionnaire").

The answers to the Questionnaire are therefore not a test of ability as each will be considered valid for participation provided that the Questionnaire itself, consisting of ten questions, is completed.

To access the Online Questionnaire, the link (hereinafter, "Link") will be available through:

- push notification managed on the official app of the Salone del Mobile.Milano 2023 (for Recipients users of this App)
- insertion within a communication by means of DeM (sent to Recipients not users of this App)
- publication on the social channels of the Salone del Mobile.Milano, which can be viewed even without an active account (so that the Link can be used by all Recipients who, without prejudice to the purchase of the Ticket, are not users of the App and have not consented to receive DeM communications, so could not become aware of the Link itself).

Before compiling the Questionnaire, Recipients interested in taking part in the Contest should fill out an online form that will be the first screen displayed once they have clicked/pressed on the Link from the device used for connection.

Recipients must fill out the online form by entering the same e-mail address used during Registration for Ticket Purchase, as well as the State of origin. This will allow the identification of the Recipients without any need to provide additional data, as it has already been acquired during Registration for Purchase. It will still be necessary to certify, through the special "flag", your acceptance of this regulation and the privacy policy. Once you have entered your email address in the online form, you will automatically see the first question in the Questionnaire and so on. On completion of the Questionnaire you will have acquired the right to take part in the final draw.

Once the Participation Period (23:59:59 on 24/04/2023) has ended, the Link will be deactivated and it will no longer be possible to access the online form and the Questionnaire.

A maximum of one participation in the Competition is permitted for each Recipient based on the e-mail address.

As more fully detailed in the privacy policy relating to the Competition, for the processing of personal data of the Recipients for purposes strictly related to the conduct of the Competition itself, it is not necessary to issue consent, since the processing derives from the fulfillment of regulatory and contractual obligations.

Once the Promotional Period has elapsed, the list of Recipients entitled to take part in the final draw (hereinafter, "Eligible List") will be drawn up.

This list will exclude:

- subjects who may have entered, in the online form to be completed before accessing the Questionnaire, an e-mail address not present in the list of those used during Registration for Purchase, as it will not be possible to verify that the Ticket has actually been purchased;
- any entries subsequent to the first valid one and associated with the same e-mail address used for a Purchase Registration, since it is permitted to participate in the Competition only once.

By 05/05/2023, in the presence of an official (responsible for consumer protection and public trust at the Chamber of Commerce to which the official belongs) using software equipped with a random winning mechanism (subject to a suitable declaration certifying compliance with public trust by the abovementioned computer system) from the Eligible List, the following will be extracted in order:

- no. 10 winners
- no. 10 reserves.

Each winner will be contacted by e-mail (at the e-mail address associated with the winning entry) and must respond by providing the shipping address to which they intend to receive the Prize.

In case of failure to reply within ten days from the abovementioned communication (attested by the date the e-mail is sent), the prize will be considered undesired and the first reserve will be contacted, and so forth.

If the winner (or the reserve that takes their place) provides feedback in good time, the relative Prize will be sent, by courier, within 30 days from the date of award.

If the winner is resident abroad, any customs charges shall be borne by the Promoter.

The Promoter shall not be liable if the winner does not receive this email because:

- the e-mail box indicated by the winner is non-existent or incorrect (including the case that the winning recipient has changed their e-mail address after Registration for Purchase without submitting a request to correct their data) or unable to receive new messages;
- the configuration of the e-mail box (client or server side) incorrectly considers the message sent as spam.

ADVERTISING AND ACCESS TO THE REGULATION

The Competition will be advertised on the internet as well as at the Salone del Mobile.Milano

The full version of the regulation will be published at the following URLs which will also be contained in the online form accessible from the Link:

<https://www.salonemilano.it/it/articoli/design/vivi-lesperienza-salone-2023-e-prova-vincere-un-premio-esclusivo>
<https://www.salonemilano.it/en/articoli/design/live-salone-2023-experience-and-try-win-exclusive-prize>

WAIVER OF RECOURSE

The Promoter waives the right of recovery of withholding tax, pursuant to Article 30 of Presidential Decree 600 of 29/9/73, in favor of the winners.

ENDNOTES

- Unsolicited or unassigned prizes will be donated to charity; namely: Protezione Animali di Legnano ODV, with registered office in Via Don Lorenzo Milani no. 24, 20025 Legnano – Milan – Codice fiscale 92034450152
- The Promoter shall not be liable for:
 - defects or malfunctions in the Recipients' hardware, software and connectivity devices that prevent them from connecting to the Internet;
 - technical problems, attributable to connectivity providers or force majeure, which prevent access, through the Link, to the online form and the Questionnaire
- To protect all the participants, if a participant attempts to evade or breach the computer system for the management and control of entries, the Promoter has the right to inhibit participation by any such person or the winning of a prize, and reserves the right to inform the relevant authorities of such attempts.
- If a winner is untraceable after an attempt to deliver the Prize by the courier, an attempt will be made to make telephone contact to arrange a new delivery date. In the event that even the second delivery attempt is unsuccessful, confirming it is impossible to deliver the prize for reasons not dependent on the Promoter, it will be understood as undesired and donated to the designated non-profit organization.