

RULES

"PENNYBLACK 40" CONTEST

1. PROMOTER COMPANY

The company promoting the "PENNYBLACK 40" contest (hereinafter the "**Contest**") is Manifatture del Nord S.r.l. single member company with registered office in Via Mazzacurati 6 - San Maurizio, 42122 Reggio Emilia, Tax code and VAT number 01397590355 (hereinafter the "**Promoter Company**").

2. DURATION

From 10.00 am CET on 10 September 2018 to 6.00 pm CET on 19 October 2018 (the "**Duration of the Contest**") with awarding of instant win prizes using certified software. Final Drawing (as defined below) and possible Residual Drawing (as defined below) by 30 November 2018 (the "**Final Drawing Date**").

3. GEOGRAPHICAL AREA

The territory of the Italian Republic and of the Republic of San Marino (jointly, hereinafter the "**Territory**").

4. PARTICIPANTS

Anyone residing in the Territory who has already reached 18 years of age and registered on the website at the URL pb40.pennyblack.com (hereinafter the "**Website**") during the Duration of the Contest, providing and/or confirming the personal data requested in the form in a correct, complete and truthful manner (hereinafter the "**Truthful Registration**" and the "**Participant in the Initiative**"). Users already registered for other initiatives owned by the Promoter Company – in the forms and methods allowed by the same – can confirm their personal data previously entered in the relevant registration form. The correct entry of all data required in the form is essential for participation in the Contest.

The data required when completing the registration form for the Website newsletter may include: full name, date of birth, country of residence, email address, telephone number.

Employees and/or contractors of the Promoter Company may not take part in the Contest. The following are also prohibited from participating in the contest:

- those who have registered for the Contest in a manner not compliant with Truthful Registration; and/or
- those who use computerised automations or "robots" that seek to circumvent the control systems for participation in the Contest or aimed at simulating interaction with the Website.

5. METHOD OF PARTICIPATION AND CONDUCT

After completing or confirming the Truthful Registration, by clicking on the "**Try to win**" button each Participant in the Initiative will participate in the drawing – through an instant win drawing system – for one of the prizes offered as per these rules with reference to the instant win mechanism (the "**Instant Win Prizes**").

Each Participant in the Initiative who will have completed the actions described above will also be included in the general list of Contest participants (hereinafter the "**List of Participants**").

Each Participant in the Initiative may only participate once in the Contest by means of the Truthful Registration.

6. ASSIGNMENT OF INSTANT WIN PRIZES AND RESIDUAL PRIZES

The Participant in the Initiative will immediately see whether he or she has won or not, which will be determined by means of an instant win drawing software that has been specially prepared, managed and certified (with appropriate technical expertise) by WIP Italia S.r.l., with registered office in Milan, Viale Monza 1, Tax code and VAT number 04144470962.

In case of a win, the Promoter will communicate to each winning Participant in the Initiative (hereinafter the "**Instant Win Winners**") via email sent to the address specified during the Truthful Registration phase the method for collecting the Instant Win Award and his or her entry in the Final Drawing (the "**Winning Communication**").

If the Participant in the Initiative is not an Instant Win Winner, the Promoter Company will communicate to the Participant in the Initiative via email sent to the address specified in the Truthful Registration phase the non-win and his or her entry in the Final Drawing.

In order to assign the relative Instant Win Prizes, the Instant Win Winners must send copies of their identity document to the Promoter Company no later than 5 (five) days from the sending of the Winning Notice, responding to said communication.

In case of failure to receive the above documents by the deadline specified or in the eventuality that the documents submitted do not correspond to the data entered during the Truthful Registration phase, the prize will be re-entered in the Contest and will be available for new winnings.

The documenting of the Instant Win Winners will take place in the presence of a notary or a chamber of commerce official, concurrent with the preparation of the closing minutes of the Contest.

It is possible that at the end of the term of the Contest there will be some Instant Win Prizes not won and/or not awarded during the duration of the Contest (the "**Residual Prizes**"). In this case, no later than the Final Drawing Date, in the presence of an official of the Chamber of Commerce or a notary, a drawing will be carried out manually and without the aid of any software, of as many reserve winners (the "**Winners of Residual Awards**") – selected from the Participants in the Initiative who were not Instant Win Winners – as there are Residual Prizes (the "**Residual Drawing**").

The Winners of the Residual Prizes drawn during the Residual Drawing will receive a Winning Notice and must send the Promoter a copy of their identity document no later than 5 (five) days from the sending of the Winning Notice, responding to said communication.

The Promoter Company will not be held responsible for any problem of communication/assignment of the Residual Prize due to an error in the submission of a copy of the identity document by the Residual Prize Winners.

7. FINAL DRAWING

By the Final Extraction Date, in the presence of an official of the Chamber of Commerce or a notary, a different drawing (the "**Final Drawing**") will be carried out manually and without the aid of any software from all the Participants in the Initiative that have been included in the List of Participants, drawing 3 (three) absolute winners (the "**Absolute Winners**") and 15 (fifteen) alternates, 5 (five) for each prize specified in the following art. 9 lett. b) (the "**Alternates**").

The Promoter Company reserves the right to perform the same verification of the identity document for the Alternates, where necessary.

The Promoter Company assumes no responsibility for the case in which the Winning Notice was not delivered due to problems related to the email address specified by the Participant in the Initiative during the Truthful Registration phase (e.g. mailbox disabled, non-existent or full) and/or due to problems of access, impediment, dysfunction or difficulty concerning the technical tools, the computer, the telephone line, the cables, the electronics, the software and the hardware, the transmission and the connection, the internet connection, antivirus, antispam, firewall or causes of any other kind outside the control of the Promoter Company.

8. PRIZES

a) INSTANT WIN PRIZES

Throughout the Duration of the Contest a total of 40 (forty) Instant Win Winners will be drawn through the instant win system. Instant Win Prizes are awarded daily. In any case, the Instant Win Prizes not won and/or not awarded on a given day during the Duration of the Contest will be available in the following days and will be added to the daily Instant Win Prizes.

Each Instant Win Winner will be awarded an Instant Win Prize consisting of a kit comprised of:

- 1 (one) shopping bag FW18 and 1 (one) 40th special agenda with a commercial value of € 14.50 (fourteen/50) excluding VAT.

b) FINAL PRIZES

The Absolute Winners will be awarded the following prizes (the "**Final Prizes**"):

- to the first drawn a prize consisting of 1 (one) PBForty parka size 42 having a total value of € 327.05 (three hundred twenty seven/05) plus VAT (the "**First Prize**");
- to the second drawn a prize consisting of 1 (one) voucher having a total value of € 245.90 (two hundred forty-five/90) plus VAT (the "**Second Prize**");
- to the third drawn a prize consisting of 1 (one) voucher having a total value of € 163.93 (one hundred sixty-three/93) plus VAT (the "**Third Prize**").

Total prize value

Given the value of the Instant Win Prizes and the Final Prizes, the **total prize value** of the Contest is € 1,316.88 (one thousand three hundred sixteen/88) plus VAT.

9. DELIVERY OF PRIZES

The Instant Win Prizes and the Final Prizes will be delivered within 6 (six) months from the Winning Notice.

The Absolute Winners or Alternates, if any, will receive a Winning Notice and must send the Promoter a copy of their identity document no later than 5 (five) days from the sending of the Winning Notice, responding to said communication.

The Promoter Company will not be liable for any problem with the shipment/assignment of prizes due to an error in the submission of personal data by the Instant Win Winners, the Absolute Winners, the Residual Prize Winners and/or the Alternates and/or due to an error of the carrier.

10. PRIZE NOT REQUESTED OR NOT ASSIGNED

Each award due and not assigned or not requested according to the provisions of these rules, will be donated to charity to the following non-profit associations:

FONDAZIONE MADONNA DELL'ULIVETO ONLUS

Address: **VIA OLIVETO 37**

Postal code: **42020**

City: **ALBINEA**

Province: **REGGIO EMILIA**

Region: **EMILIA-ROMAGNA**

Tax code: **91108130351**

Reg. P.G.: 5875

In any case, the prizes cannot be converted into cash.

11. CONTEST PROMOTION

The Contest, its execution, together with these rules and the policy on the processing of personal data, will be announced and published on the Website for the entire Duration of the Contest and until its conclusion.

The Contest will be advertised through promotional campaigns on the Internet (banners) and social networks and by any other means that the Promoter will deem suitable.

12. VARIOUS

Participation in the contest is free of charge. The costs for connecting to the Internet, which are borne by the Participant in the Initiative, will not incur any additional cost due to the registration to the Website and participation in this Contest.

The Promoter Company declares to waive the withholding from the winners referred to in art. 30 of Italian Presidential Decree 600/1973, as amended by art. 19, paragraph 2 of Italian Law 499/1997.

A deposit equal to 100% of the value of the prizes to be awarded has been made to the Ministry of Economic Development as provided for by art. 7 of Italian Presidential Decree 430/2001.

The Promoter Company reserves the right to provide for additional promotional initiatives during the Duration of the Contest in order to facilitate the final consumer: in particular, these include extensions of the initiatives or additional prizes that can be awarded in addition to those already envisaged. The Promoter Company may revoke or modify the methods of execution of this Contest for a just cause, pursuant to art. 10 of Italian Presidential Decree 430/2001, giving prior notice to the Participants in the Initiative in the same form as above or in equivalent form.

The Promoter Company reserves the right to carry out all the verifications related to the correct participation in the Contest. In case of an ascertained irregularity in the participation in the Contest, the prizes envisaged cannot be recognised.

The Promoter Company assumes no responsibility for events not attributable to it, including but not limited to: access, impediment, malfunction or difficulties of technical devices, cables, electronics, software and hardware, the transmission and the connection, the telephone line or data that may prevent the Participant

in the Initiative from participating in this Contest and in the event that fraudulent use of the Truthful Registration by third parties is ascertained.

In the event that the prizes envisaged are no longer available due to force majeure, the Promoter Company reserves the right to provide a substitute award of equivalent or greater value, giving reasonable prior notice through the same channels used for the promotion of this Contest.

The Promoter Company declares that the data of the Participants in the Initiative collected in the course of the Contest according to the provisions of these rules will be stored in a server located in Italy.

The application that manages the Contest and any data related to the Contest resides on servers located in Italy.

13. PRIVACY

The personal data of the Participants in the Initiative will be processed in accordance with the provisions of the privacy policy on the Website and available for viewing at <https://it.pennyblack.com/privacy>.