

"NEXT STOP IN-LOMBARDIA" CONTEST RULES

Explora ScpA, Regione Lombardia Destination Management Organization (DMO), Chamber of Commerce of Milan-Monza-Brianza-Lodi and, through UNIONCAMERE Lombardia, all the Lombardy Chambers of Commerce, with headquarters in via Fabio Filzi 22, 20124 Milan, VAT number 08344310969, is organizing this contest named "NEXT STOP IN-LOMBARDIA" (hereinafter "contest" or "initiative").

The contest is being organized upon request of Regione Lombardia, with the aim of promoting tourism and the attractiveness of the Lombardy region.

1. Purpose of the contest

The contest is being held with the following objectives:

- Promoting the Lombardy region from a tourism point of view, in particular by presenting its range of tourism products linked to the following thematic areas: food and wine, well-being and wellness, lakes, art and culture, urban lifestyle, active sports and cycling tourism;
- Encouraging subscriptions to the newsletter service inLOMBARDIA, containing information, news and updates on events and tourist services selected by Explora ScpA

As far as Italy is concerned, it is hereby specified that the initiative is to be understood as excluded from the category of prize events, in accordance with the provisions of art. 6 of Presidential Decree 430/2001, paragraph 1 letter e), insofar as it is promoted by legal entities established for the pursuit of the same non-commercial purposes for which they intend to promote this initiative.

2. Contest Duration

It will be possible to participate in the contest from 20 November 2018 to 20 January 2019 (hereafter "participation period")

The winners' draw will take place on/by 30 January 2019.

3. Types of entrants

The contest is open to all adult users residing in the European Union (including Switzerland) who become aware of it during the participation period.

Employees of Regione Lombardia, Explora ScpA and Explora ScpA shareholders (Unioncamere Lombardia, Milan, Monza, Brianza and Lodi Chambers of Commerce) are excluded from participation, as are all the people involved in the management and organisation of the contest.

4. How to enter

Participation is free.

To take part in the contest, consumers will have to connect to the nextstop.in-lombardia.it site during the participation period referred to in point 2 and register by filling in the appropriate form with all the personal details requested (name, surname, email address).

Simply by registering, consumers will be included in the final prize draw.

Each user can subscribe to the site only once in the entire period. However, to increase your chances of winning, you can invite your friends to participate, through the "Invite a friend" function on the website: the invited friend will receive an automatic email that will contain a link to participate.

For each invited friend who registers for the contest by clicking on the link in the email mentioned above, the user who invited them will be entitled to an additional participation in the final draw.

Participation limits:

- Each user - understood as a natural person - can register on the site only once in the entire period.
- The invited friends must correspond to different natural persons. In case of doubt, the promoter reserves the right to verify the identity of each of the invited friends, asking the competitor who invited them to send a copy of their identity document. In the event that he / she is not able to produce the documents requested within the period indicated by the promoter in their request, or if the outcome of the check shows that one or more of the invited friends - understood as the same natural person - has registered for the contest several times contest, the multiple registrations will be cancelled. The promoter also reserves the right to exclude the competitor from the contest.

5. Awarding of prizes

At the end of the participation period, by the date indicated in point 2, thirteen winners will be drawn who will win the following prizes:

- **1st prize winner:** A "Tour in Lombardy for 2" voucher
- **2nd prize winner:** An "Overnight and thematic experience for 2" in the province of Bergamo voucher
- **3rd prize winner:** An "Overnight and thematic experience for 2" in the province of Brescia voucher
- **4th prize winner:** An "Overnight and thematic experience for 2" in the province of Como voucher
- **5th prize winner:** An "Overnight and thematic experience for 2" in the province of Cremona voucher
- **6th prize winner:** An "Overnight and thematic experience for 2" in the province of Lecco voucher
- **7th prize winner:** An "Overnight and thematic experience for 2" in the province of Lodi voucher
- **8th prize winner:** An "Overnight and thematic experience for 2" in the province of Mantova voucher
- **9th prize winner:** An "Overnight and thematic experience for 2" in the province of Milano voucher
- **10th prize winner:** An "Overnight and thematic experience for 2" in the province of Monza Brianza voucher
- **11th prize winner:** An "Overnight and thematic experience for 2" in the province of Pavia voucher
- **12th prize winner:** An "Overnight and thematic experience for 2" in the province of Sondrio voucher
- **13th prize winner:** An "Overnight and thematic experience for 2" in the province of Varese voucher

Five reserves will also be drawn, in the event it is not possible to award the prize to one of the identified winners.

A user may appear in the participation database several times but may only be awarded one prize among those drawn.

6. Details of the Prizes

"Tour in Lombardy for 2" voucher

Three tours will be put together for the winner. The offer will depend on the participation period and will always include the following services:

- 6 nights in a double room with breakfast for two people in a 4* hotel or above (at least 3 different hotels will be provided in different cities / locations in Lombardy)
- Transfer voucher to / from departure city (air/train) up to a maximum of €300 (the winner may pay the additional cost of more expensive flights / trains) **
- Transfers from one location to another in private car with driver
- At least one tasting of Lombardy wines in the cellar
- One "thematic" experience (bike rental / skipass / windsurf lesson / admission to the spa, etc.)

- Two half-day guided tours in the winner's language
- A 4-course dinner for two people, including wines

The estimated value of the prize is € 3,500

"Overnight and thematic experience for 2" voucher in a province of Lombardy (according to draw order)

An offer of a thematic experience in the area of the province corresponding to the prize will be put together for each winner. The offer will include the following services:

- One night in a double room with breakfast for two people in a 4* hotel or above
- Transfer voucher to / from departure city (air/train) up to a maximum of €200 (the winner may pay the additional cost of more expensive flights / trains) **
- 1 thematic experience for two people (e.g. guided tour in the winner's language, sporting activity. Tasting, entry to spa, etc.) Dinner not included

The estimated value of the prize is € 450

***)* **NB** the transfer service by plane or train will be offered, up to the maximum amount indicated, only if the winner is resident / domiciled in a location served by train / plane and the distance involved requires a transfer by these means. The offer relating to these transfers will be at the discretion of the sponsoring company and its assignees. There will be no alternative form of reimbursement should the winner prefer to travel in their own vehicle.

The prizes are not transferable to third parties. The vouchers delivered to the winners will include information on how to book. The prize can be availed until 31/12/2019, excluding high season periods, holidays (e.g. Christmas, Easter) and the month of August. Booking is subject to availability, so it is advisable to do it in advance.

The winner may not contest the prize awarded, or request the corresponding cash value or exchange/replacement for any reason. However, in the event that the Promoter is unable to deliver the prize won, they reserve the right to substitute the aforementioned prizes with prizes of equal or greater value. The winners cannot claim any compensation due to any damages resulting from the acceptance and/or use of the prize.

7. Notification of winners

The winners will be notified by email only at the address indicated when they registered to participate and they must accept the prize no later than 15 days from the date of the first notification, according to the instructions that will be provided in the email.

More specifically, the winners must accept the prize in writing and the acceptance must be sent by email or fax to the addresses indicated. NB In order to be able to deliver the prizes, the Promoter Company reserves the right to request from the winners a copy of their identity card, or valid document and, in this case, if the data entered in the online form during registration does not match the document presented, it will not be possible to award the prize.

Should the winners fail to reply within the deadline indicated, the winners will be considered unavailable and their prize will pass to the reserves (in order of the draw). The reserves must respect the same acceptance times. Likewise, the reserves will be contacted - in order of the draw - in case, for any reason, it is not possible to confirm the win because of irregularities found.

8. Awarding of prizes

The prizes will be sent to the winners in the form of a voucher, by email, within 60 days from the date the win is confirmed.

Regarding the prizes to be won, should the winner accept the prize and then not use it for reasons not attributable to the Promoter, the prize will nevertheless be deemed awarded. The winner will have nothing more to claim.

The prizes will be deemed awarded when a copy of the voucher with the booking details of the included services is sent by email to the winner. The booking must be made by the winner independently. Once the winner has accepted the prize, they will be provided with useful contacts for the booking.

9. Acceptance of the rules

By taking part in this contest, participants unconditionally accept the rules and the clauses set out in these contest rules without limitation or exception.

10. Guarantees and requirements

The software used to collect the names of the contest participants online will be of a level sufficient to safeguard public confidence.

Users who at the unfettered decision of the promoter or a third party engaged by the latter are using equipment or software that prevents said guarantee or are deemed to be suspicious, fraudulent or prevent normal and proper functioning, will be disqualified from the contest and not eligible for any prizes they may have won.

11. Jurisdiction

Any dispute arising out of or in connection with these rules shall be submitted to the exclusive jurisdiction of the Courts of Milan.

12. Territory

The selection and extraction of winners shall take place exclusively in Italy and the server where participants' data shall be stored shall be located in Italy.

13. Final provisions

- a. The promoter shall not be held liable for any problem concerning access, malfunctions or other difficulties in technical equipment, computer, telephone lines, cables, electronics, software or hardware, transmission or connection, internet connection, access to online games, land lines and mobile phones, which prevents users from participating in the contest. The promoter shall not be held liable for any problem regarding the configuration of users' computers that adversely affects their participation in the contest.
- b. The winner may be required to pay tax on the prize in accordance with applicable tax rules in the country of residence.
- c. The Promoter reserves the right to withdraw, vary, cancel or suspend any element of the Prize if, due to circumstances outside of its control, that element is no longer available. The Promoter will not be responsible for, or liable to any winner, if all or part of the Prize is not available or must be varied or cancelled for any reason.
- d. The Promoter is not responsible for any third-party acts.
- e. This Promotion is subject to all applicable laws and regulations.
- f. If an act, omission, event or circumstance occurs which is beyond the reasonable control of the Promoter and which prevents the Promoter from complying with these terms and conditions the Promoter will not be liable for any failure to perform or delay in performing its obligation.
- g. If this Promotion is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Promoter including because of war, terrorism, state of emergency or disaster (including natural disaster), infection by computer virus, bugs, tampering, unauthorised intervention, technical failures or any which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, the Promoter reserves the right, in its sole discretion, to the fullest extent permitted by law (a) to disqualify any

entrant; or (b) subject to any written directions from a regulatory authority, to modify, suspend or terminate this Promotion, as appropriate.

These rules will be available on nextstop.in-lombardia.it