

**CONTEST carried out in application of art. 6 Presidential Decree 430/2001 item 1 paragraph a)
- Exclusions from Prize Competitions because they are held for the production of artistic works.**

The undersigned company **BBB S.p.A.** with registered offices in Milan, Via Lancetti 28, tax code and VAT no. 00803620152, (hereinafter referred to as the **Promoting Company**) in order to find images to use in its future advertising campaigns, intends to hold the below indicated contest known as "**Gentleman's Portrait**".

DELEGATE: **Promotion Plus Uno S.r.l. Via Pacinotti no. 9 - 20155
VAT no. 1164208015**

TIME PERIOD: from 14/04/2018
to 31/08/2018

PANEL MEETING DATE: by 30/09/2018

WINNER NOTIFICATION DATE: by 07/10/2018

DEADLINE FOR AWARDING PRIZES: 180 days from winner notification date

RECIPIENTS: users who have reached eighteen years of age before the contest begins. Employees and family members of employees of the Promoting Company, of other Group Companies and of the other companies involved in organising the contest are excluded from participating in the contest.

PRIZES IN ORDER OF RANKING

1st Place: Gran Milano motorcycle by SWM & Boggi Milano limited edition valued at € 6300

2nd Place: Tailor-made Boggi Milano suit valued at € 1090

3rd Place: Tailor-made Boggi Milano blazer valued at € 850

4th Place: Boggi Milano document bag with front closure valued at € 600

5th Place: Boggi Milano single-zip briefcase valued at € 550

6th Place: Boggi Milano single-zip bag valued at € 550

7th Place: Rucksack valued at € 550

8th Place: A4-size document bag valued at € 300

9th Place: € 200 Gift Card

10th Place: € 200 Gift Card

11th Place: € 200 Gift Card

12th Place: € 200 Gift Card

13th Place: € 200 Gift Card

14th Place: Boggi Milano sunglasses valued at € 180

15th Place: Boggi Milano sunglasses valued at € 180

16th Place: Boggi Milano sunglasses valued at € 180

17th Place: 8-compartment wallet valued at € 130

18th Place: € 100 Gift Card

19th Place: € 100 Gift Card

20th Place: € 100 Gift Card

21th Place: € 100 Gift Card

22nd Place: € 100 Gift Card

23rd Place: € 100 Gift Card

24th Place: € 100 Gift Card

25th Place: € 100 Gift Card

26th Place: € 100 Gift Card

27th Place: € 100 Gift Card
28th Place: € 50 Gift Card
29th Place: € 50 Gift Card
30th Place: € 50 Gift Card
31st Place: € 50 Gift Card
32nd Place: € 50 Gift Card
33rd Place: € 50 Gift Card
34th Place: € 50 Gift Card
35th Place: € 50 Gift Card
36th Place: € 50 Gift Card
37th Place: € 50 Gift Card
38th Place: € 50 Gift Card
39th Place: € 50 Gift Card
40th Place: € 50 Gift Card
41st Place: € 50 Gift Card
42nd Place: € 50 Gift Card
43rd Place: € 50 Gift Card
44th Place: € 50 Gift Card
45th Place: € 50 Gift Card
46th Place: € 50 Gift Card
47th Place: € 50 Gift Card
48th Place: € 50 Gift Card
49th Place: € 50 Gift Card
50th Place: € 50 Gift Card
51st Place: € 50 Gift Card
52nd Place: € 50 Gift Card
53rd Place: € 50 Gift Card
54th Place: € 50 Gift Card
55th Place: € 50 Gift Card
56th Place: € 50 Gift Card
57th Place: € 50 Gift Card
58th Place: € 50 Gift Card

Total prize money: € 15,010

Gift Cards can be used for multiple purchases until credit runs out, at one of the Boggi Milano brand retail outlets on the e-commerce website www.boggi.com

Each Gift Card is valid for one year from the issue date.

MODE OF OPERATION

During the time period covered by these regulations, the Company BBB S.p.A. will be holding a contest on the website www.gentlemansportrait.com.

Participation in the contest held by BBB S.p.A. is possible only by adhering to the indications in the following regulations:

1. The contest is in no way connected to Facebook or Instagram and is not sponsored or supported by Facebook or Instagram. The participant relieves Facebook or Instagram of responsibility for any complaints against Facebook or Instagram that might arise while the contest is being conducted.
2. The contest is of an international nature.
3. Participation in the contest is free of charge and is in no way subject to the purchase of goods or

services.

4. The contest will begin on 14.04.2018 at 00.00 a.m. CEST and will finish on 31.08.2018 at 11.59 p.m. CEST (hereinafter indicated as the contest time period).
5. In order to participate in the contest, users must register on the website www.gentlemansportrait.com by entering the requested data; once registered, a password can be chosen for subsequent accesses. The participant must then upload a vertical photo of himself, half-length format in colour, which represents "Being a Gentleman for Boggi Milano". The photo can be in .jpg or .png format with a weight not greater than 20 Mb. A "Boggi Milano" filter will be automatically applied to the photo, which will convert the photo into black and white and the hashtag "#BoggiGentlemanPortrait" will be automatically inserted and one of the following expressions:
 - A Gentleman always shows his best to his woman.
 - For a Gentleman, eye contact is everything.
 - A Gentleman protects his woman.
 - For a Gentleman, punctuality is not a detail.
 - A Gentleman is able to say "I'm sorry".
 - A Gentleman transforms a small gesture into a great act.
 - A Gentleman always cares.
 - A Gentleman has a genuine interest in the people around him.
 - A Gentleman's handshake says it all.
 - A Gentleman puts her happiness first.
 - A Gentleman challenges his own ideas.
 - A Gentleman looks after the people he loves.

All uploaded images will be evaluated by a special moderated committee which, in its unquestionable judgement, will determine which images will be published in a special photo gallery on the website.

Participants can download their Gentleman's Portrait which meets the requirements indicated above and may share it on their Facebook profiles.

All visitors on the website will be able to vote the photo they believe to be the best only once and can share the photos in the photo gallery on their Facebook profile.

At the end of the contest participation period, the 300 most voted photos will be evaluated by a quality panel composed of people selected by the Promoting Company which will anonymously analyse them and declare a ranking based on the below participation parameters.

The panel will meet by 30 September 2018 and will be composed of at least 3 people.

In the event of equivalent evaluations, the ranking order will be decided considering the time the photo was sent: the person who sent the photo first will be the winner.

The evaluations expressed by the panel will be based on the following parameters / concepts:

- 1) Originality
- 2) Best representation of the concept of being a Gentleman
- 3) Familiarity and commitment to interpreting the mood of the Gentleman

Each member of the panel will deliver a vote between 0 and 10, inclusive of decimals.

The total sum of the votes will give the final score obtained by each work.

The decisions of the panel will be unquestionable and incontestable.

6. There cannot be any type of reference to logos, images, texts, etc. in the photos which refer to the Promoting Company's Rival Companies, under penalty of disqualification from the contest.

7. Participants may not upload other images after having their Portraits approved: one Portrait maximum per user can appear in the photo gallery.
8. Prizes cannot be changed, exchanged or transferred. BBB S.p.A. reserves the right to exchange the awards with others of equal value. The prizes cannot in any way be converted into money.
9. Each photo uploaded by the participants must be correlated to the contest in terms of content. It is hereby specified that the participants must ensure that none of that which is sent is against the current law, including but not limited to the following: it is forbidden for photos to contain images that are obscene, defamatory, blasphemous, racist, paedo-pornographic or which violate the intellectual property rights, moral rights, copyrights or rights of personal data protection of third parties, the rights of publication and in general, comply with the provisions of the law on copyrights (Law 22 April 1941 No. 633) and subsequent amendments.
10. BBB S.p.A. reserves the right to exclude the photo from the contest, in the event that even one of the requirements has not been met. The participant releases BBB S.p.A. from liability towards third parties in the event of violation of the above specifications.
11. The participants must furthermore ensure that they have obtained all the permissions and waivers for using and disseminating material sent by any other persons involved, and that reproduction by the Promoting Company will not result in the violation of third party rights.
12. By sending the photo, the participant authorizes the Promoting Company to use it for the purposes of contest communications, including the promotion of images on social networks, as well as for advertising, marketing and future communication purposes with no further claims.
13. Winners will be notified by an email that will be sent to the address that was entered during registration. The winning notification e-mail will also contain indications as to how to claim prizes. If a winner does not contact the Promoting Company within 7 days of receiving the winning notification, he will forfeit the right to obtain the prize. In this event, BBB S.p.A. may choose another winner in accordance with the ranking of the scores obtained by participants. The formalities on delivering the awards will be defined individually with the single winners. BBB S.p.A. cannot be held responsible in the event that the notification is lost in electronic transfer or is not received by the winner for reasons not depending on it.
14. Participation in the event in question implies the acceptance of each part of these regulations without exception. Any attempt to defraud and any inaccurate or false declaration implies immediate disqualification. It is strictly forbidden to modify or attempt to modify the provisions of these regulations. The Promoting Company reserves the right to take legal action against anyone who violates this provision or has committed or attempted fraud.
15. The Promoting Company assumes no responsibility for messages: lost or received damaged during online transmission; those received after the deadline; those with incorrect data. The Promoting Company assumes no responsibility for problems regarding access, impediments, malfunctions or difficulties regarding technical instruments, computers, telephone lines, cables, electronics, software and hardware, transmission and connection, an Internet connection that might prevent a user from participating in the contest.
16. Pursuant to art. 13 of Legislative Decree 196/2003, please be informed that the personal data of the participants in this operation will be processed for the purpose of completing the contest. The processing will be carried out with appropriate tools to guarantee security and confidentiality even through automated systems. Pursuant to art. 7, 8, 9 of Legislative Decree n. 196/2003, participants

may exercise their relative rights which include having access to their data, requesting its modification and cancellation or rather to oppose its usage. The data will be processed by the company BBB S.p.A. as promoter and by Promotion Plus Uno S.r.l., as a company delegated solely for the purposes of managing the contest.

17. Italian law shall be applied to these regulations and the forum of jurisdiction will be the Court of Milan for any disputes.

Milan, 12 April 2018

BBB S.p.A.