

Shaped by North – International Instagram Competition

1. Rules of Competition

The purpose of this document is to set out for consumers the rules for the consumer competition **Shaped by North – International Instagram Competition** (hereinafter the “**competition**”). These are the only rules that are applicable and mandatory for all applicants. The rules can only be changed by way of written annexes to this document.

Organizing Company

McCANN-ERICKSON PRAGUE spol. s r.o., INTERNATIONAL ADVERTISING AGENCY,
Riegrovy sady 28, Prague 2, Postal Code: 120 00, Czech Republic,
Identification No. 17046041,
registered in the Commercial Register administered by the Prague Municipal Court, File C,
Entry No. 2080
(hereinafter the “**organizer**”)

Announcer of Competition

Nokian Tyres s.r.o.,
V Parku 2336/22, Prague 4, Postal Code: 148 00, Czech Republic,
Identification No. 45794375,
registered in the Commercial Register administered by the Prague Municipal Court, File C,
Entry No. 11311
(hereinafter the “**announcer**”)

2. Schedule

The competition starts on 15 December 2016 at 00:00:00, and ends on 31 March 2017 at 23:59:59 (hereinafter also the “**competition period**”).

For the purposes of participation in and evaluation thereof, the competition is divided into three competition rounds:

Round 1: from 15 December 2016 at 00:00:00 to 31 January 2017 at 23:59:59

Round 2: from 1 February 2017 at 00:00:00 to 28 February 2017 at 23:59:59

Round 3: from 1 March 2017 at 00:00:00 to 31 March 2017 at 23:59:59

(hereinafter also the “**competition round**”)

3. Applicant Restrictions

3.1 The competition is primarily intended for individuals – consumers with their delivery address in the Czech Republic (hereinafter also the “**competition area**”), but participation in the competition is made possible for individuals – consumers with their delivery address in Poland, Italy, Germany, Switzerland, Austria and France, and with an active authentic profile on the Instagram network (throughout the period of the competition. Simultaneously, the

applicant must be a fan of the official Nokian Tyres Europe Instagram profile). Applicants must be at least 18 years of age (hereinafter also an “**applicant**”). Companies and persons listed under Paragraph 7.8 are excluded.

4. Mechanism of Competition

4.1 An applicant can participate in the competition by creating a picture on the theme “***Prove that you are as tough as a Finn***” (meaning a photo of their frozen face just after they have removed it from the snow. It is a reference to Nokian Tyres’ official marketing campaign) and uploading it during the competition period to their personal profile on Instagram. The post needs to be visible to the general public and marked with the hashtag #ShapedByNorth #nokiantyres (hereinafter also the “**competition picture**”)

Competition Picture Rules:

- Each submitted competition picture must be created by the applicant or the applicant (if they are not the author) must have settled all rights to the picture with the author thereof, and they confirm this by way of the entry in the competition. If this is not the case, the organizer and announcer are not responsible for the copyrighting of the content submitted to the contest, and this will be entirely the responsibility of the applicant.
- The user must submit the actual image file, not a link, embedded file or other type of file or other files supported by Instagram (and within the size range in which it is possible to upload images to Instagram)
- If an image file is not readable, the picture cannot be viewed, or any submitted competition pictures do not satisfy the competition requirements, the competition picture will be disqualified.
- The competition picture must not contain obscene, provocative, defamatory, sexually explicit, religious or otherwise inappropriate content, show dangerous situations, reference products of a competitor of the announcer, etc.

4.2 Both the organizer and announcer reserve the right to decide whether the conditions for participation have been fully met, and also the right to reject a competition picture that may be offensive or inappropriate. Each applicant is entitled to apply with more than one competition picture. Each applicant may only join the competition with just one authentic Instagram profile (in any other case, they will be disqualified).

4.3 An applicant (who fully fulfils the competition conditions) is in the competition at the moment of publication of their competition picture (which is in accordance with these rules) on their Instagram profile.

4.4 Any offensive or pejorative content may be rejected without further compensation.

5. Prizes and Mechanism for Selection of Winners

5.1 The competition is evaluated individually for each competition round.

5.2 The mechanism for choosing the winner is creative competition. After the end of each competition round, the organizer and announcer will select from among the competition pictures properly delivered to the competition within the given competition round the **twenty-one** best pictures (and rank the chosen pictures from 1st place to 21st place). The criteria for determining the winner of the competition are **originality, creativity, artistic impression and quality of composition**. Assessment (resp. evaluation) of the above-mentioned conditions is left exclusively to the announcer and organizer.

Each round of the competition has 21 winners as follows:

- 1 grand prize winner
- 5 2nd prize winners
- 15 3rd prize winners

5.3 Competition Prizes

- Grand Prize:** The grand prize is a 3-day (including travel) trip to the Arctic Circle for 1 person, specifically to “White Hell” (the test circuit of Nokian Tyres) in Ivalo (Finland).

The trip will take place in the first quarter of 2018, with the term thereof to be specified at least two months in advance (in light of the actual weather conditions and the condition of the track).

The grand prize includes flights, meals and one day of driving on the circuit, all with an approximate value of €3,000.

In each competition round, one winner (whose picture is ranked 1st) receives this prize. In the course of the competition as a whole, 3 such prizes are to be awarded.

- 2nd Prize:** 2nd prize is a voucher for the purchase of *Napapijri* brand goods in the official *Napapijri* e-shop <http://www.napapijri.com/> , specifically 5 vouchers worth €500 each (thus, the total value of one round of this prize is €2,500).

In each competition round, 5 winners (whose pictures are ranked 2nd through 6th) receive this prize. In the course of the competition as a whole, 15 such prizes are to be awarded.

- 3rd Prize:** 3rd prize is a winter cap with the Nokian Tyres logo. The approximate value of this prize is €20.

In each competition round, 15 winners (whose pictures are ranked 7th through 21st) receive this prize. In the course of the competition as a whole, 45 such prizes are to be awarded.

5.4 In the event that fewer applicants duly join the competition in any competition round than the number of prizes determined for the given competition round, undistributed prizes are forfeited to the announcer, who will decide on the subsequent use thereof.

5.5 Repeated participation in the competition is possible, but always with a brand new competition picture. In addition, each individual applicant can only win one prize in each competition round (when multiple pictures of one applicant are evaluated within one competition round, the applicant has greater potential to be awarded the grand prize, respectively the applicant obtains a prize corresponding to the place of his/her best-rated picture).

5.6 The €500 premium clothing voucher and the Nokian Tyres winter cap prizes may look different to the image used on the official Nokian Tyres websites: www.nokiantyres.com/shapedbynorth
www.nokiantyres.cz/shapedbynorth
www.nokiantyres.de/shapedbynorth
www.nokiantyres.fr/shapedbynorth
www.nokiantyres.it/shapedbynorth
www.nokiantyres.pl/shapedbynorth
www.nokiantyres.ch/shapedbynorth

6. Transfer of Prizes

6.1 The organizer will contact the winner through the Instagram network within 5 working days after the given winners are selected, and will ask them to send their name, delivery address, resp. their e-mail address and cell phone number. The winner must reply within 5 working days from the moment the Instagram message is sent by the organizer (if not, they will be disqualified without any reimbursement).

6.2 The organizer and announcer reserve the right to reject any applicants suspected of fraud or dishonest behaviour.

6.3 If the winner refuses the prize, the organizer may pass it on to other applicants or use it for any other purposes. This is also the case when any applicants do not reply within the term given in Paragraph 6.1.

6.4 Each winner must provide their real contact information (namely his/her name and delivery address).

6.5 The prizes (when possible) will be sent no later than 30 days from the date of submission of the name and address of the given winner.

7. Other Regulations

7.1 Neither the organizer nor the announcer is responsible for any technical difficulties or changes caused by the Instagram service or Internet network.

7.2 By applying to this competition, each applicant accepts these rules without any possible exception. All limitations and duties not stated in this document are subject to the national legal system of the seat of the announcer (Czech Republic).

7.3 The announcer, resp. the organizer (with the consent of the announcer), reserves the right to alter or update the rules at any time without any prior announcement, as well as to cancel the competition entirely without any sort of refund. The prizes may be replaced (especially in cases when they cannot be ensured due to force majeure) by prizes of a similar type and with a corresponding value. The rules will be changed in the form of written and numbered appendices.

7.4 The enforcement of prizes is not permissible. There is no guarantee on any prizes provided. Neither the organizer nor the announcer is responsible for any harm that might be caused in relation to this competition. The applicant (resp. the winner) cannot require the exchange of any prize for the financial equivalent.

7.5 By entering the competition, each applicant grants the organizer and the announcer a license for the use of their competition picture in any way and without any quantity or territorial limitation for the duration of the property rights to the competition picture (all without any claims for any reward). The announcer and the organizer are also entitled to change, edit, complete, etc. the competition picture without any further consent of the applicant, and they are also entitled to transfer the above-stated rights or to sublicense the competition picture without any limitation (and the applicant does not have any claim for reward). The applicant declares that they have dealt with any and all rights of the people, trademarks, etc. contained in the competition picture, that they created the picture themselves (or that they settled all relevant rights to the picture with the author thereof), that they are entitled to grant the above-described consents and license, and that they bear full responsibility for damage incurred by the organizer and the announcer if that stated above proves false. In addition, the applicant may be the subject of a picture or audio-visual materials that may be created and used for further marketing and promotion by the announcer without any limitations or claims for reward. The applicant also agrees that their real name and delivery address may be announced publically without any limitations or claims for reward.

7.6 By entering the competition, the applicant agrees to the inclusion of all their submitted personal data (hereinafter the "data") in the database of Nokian Tyres s.r.o., V Parku 2336/22, Prague 4, Postal Code: 148 00, Czech Republic, Identification No. 45794375, as administrator (hereinafter the "**company**"), and to the processing thereof through the processor for the purposes of implementing the competition and handing over the prizes, as well as for the company's marketing purposes, i.e. offering products and services, including sending information about events, products and other activities, as well as sending commercial information by electronic means pursuant to Act No. 480/2004 Coll., for a period

of 5 years from the termination of the competition period, or until withdrawing consent. Participants are aware they have rights pursuant to Sections 11, 12 and 21 of Act No. 101/2000 Coll., i.e. especially that the provision of data is voluntary, that consent can be withdrawn free of charge at any time at the address of the company, that they are entitled to access their personal data and to amend such personal data, to block incorrect personal data, to remove it, etc. Please contact the company in case of any doubt regarding the adherence to company obligations. The supervisory authority is the Office for Personal Data Protection, with its registered office at Pplk. Sochora 27, Prague 7, Postal Code: 170 00.

7.7 The announcer (resp. the organizer with the consent of the announcer) is entitled to decide any question or dispute connected with the competition without any possibility of appeal.

7.8 Employees of the announcer or organizer and other subjects involved in the realization of the competition and their relatives are excluded from the competition. Any business legal entity is also excluded.

7.9 The Instagram network and the owners thereof are not responsible for any commitments based on this competition. They do not partner, support, sponsor or manage this competition.

7.10 Prizes will be taxed by the announcer under current Czech legislation. They will potentially be taxed under the legislation of the country in which the tax liability of the winner will be applied upon submission of a tax residence certificate.

7.11 By taxation of the prize by the announcer, the winner is not relieved of any further potential tax liability.

7.12 These full rules should be available in the Instagram post announcing the competition. If there are any discrepancies in meaning between this document and the abbreviated version hereof announced on the Internet, this document shall always prevail.

Prague, 5.12.2016