

**OFFICIAL RULES FOR CAMPAIGN “NOKIAN TYRES’ MOUNTAIN SAFETY SUPPORT”
(Hereinafter the “Campaign”)**

1. Aim of Campaign

The aim of this Campaign is to increase the public’s awareness on safety in the mountains and to support the Mountain rescue teams (Art. 2.5 of these rules).

2. General information

- 2.1 Organizer of the Campaign: Nokian Tyres s.r.o., with its registered seat in Prague 4, V Parku 2336/22, zip code 148 00, Czech Republic, Id No. 457 94 375, registered with the Commercial Register held by the Municipal Court in Prague, File C, Entry No. 11 311 (hereinafter the “Organizer”).
- 2.2 Participation in the Campaign: All individuals, who reached 18 years of age, can participate in the Campaign. Participation in the Campaign is free of charge.
- 2.3 Campaign Period: Campaign will run from 15/07 2019 until 30/09 2019 or by distributing of the maximum of 25,000 Euro among the Mountain rescue teams, whatever comes first.
- 2.4 Territory of the Campaign: Alpine mountains in Austria, Germany, Italy and Switzerland, in concrete: Waidring Steinplatte - Ellmau Wilder Kaiser - Seefeld in Tirol - Sölden - Neukirchen Wildkogel - Heiligenblut Grossglockner - Livigno - Kronplatz San Vigilio - Willingen - Saas Fee.
- 2.5 Mountain rescue teams: selected rescue teams in Territory of the Campaign, in concrete: Bergrettung Ortsstelle Waidring - Bergrettung Ellmau - Bergrettung Ortsstelle Seefeld-Reith - Bergrettung Ortsstelle Sölden - Pistenrettung Neukirchen - Pistenrettung Heiligenblut - Pistenrettung Livigno - Pistenrettung San Vigilio - DRK Bergwacht Willingen - Bergrettung Saas Fee

3. Terms of Campaign

- 3.1 Each Participant can during the Campaign Period take any photo according to her/his choice (i.e. photo of any subject, landscape etc.) at Nokian Tyres photopoint or at the Territory of Campaign and publish this photo on his/her own Instagram page with one of the following hashtag:

Hashtags for mountain rescue teams	Mountain rescue teams	resorts
#NokianTyresForSteinplatte	Bergrettung Ortsstelle Waidring	Waidring Steinplatte
#NokianTyresForEllmau	Bergrettung Ellmau	Ellmau
#NokianTyresForSeefeld	Bergrettung Ortsstelle Seefeld-Reith	Seefeld in Tirol
#NokianTyresForSoelden	Bergrettung Ortsstelle Sölden	Sölden
#NokianTyresForWildkogel	Pistenrettung Neukirchen	Neukirchen Wildkogel
#NokianTyresForHeiligenblut	Pistenrettung Heiligenblut	Heiligenblut Grossglockner
#NokianTyresForLivigno	Pistenrettung Livigno	Livigno
#NokianTyresForSanVigilio	Pistenrettung San Vigilio	Kronplatz - San Vigilio
#NokianTyresForWillingen	DRK Bergwacht Willingen	Willingen
#NokianTyresForSaasFee	Bergrettung Saas Fee	Saas Fee

Photos with racist, sexual or other inappropriate content are excluded from the Campaign.

- 3.2 For every published photo with the concrete hashtag the Organizer will donate 1 Euro to the respective Mountain rescue team. The maximum donation to each Mountain rescue team is 2500 Euro.
- 3.3 The Campaign will end up automatically by distributing of the maximum of 25,000 Euro among the Mountain rescue teams or on 30/09/2019 at 24:00 h, whatever comes first.
- 3.4 All donations will be transferred to the Mountain rescue teams until 31.12.2019.

4. Communication of Campaign

Any and all information about the Campaign will be communicated on the official website off the Organizer: www.nokiantyres.com, www.nokiantyres.at, www.nokiantyres.it, www.nokiantyres.de, www.nokiantyres.ch (Organizer will also communicate the current number of # there);

5. Changes and Amendments of these rules

The Organizer has the right to change and/or amend these rules during the Term of the Campaign. All changes (amendments) will be published in the same manner as the original rules, i.e. in the internet site of the Organizer.