

## REGULATION EXTRACT

### #LadyAmarenaInternational2019

\*\*\*\*\*

#### Mode B)

#### **RECIPE SEDING PHASE (from 10:00 am on 20 May 2019 to 26 June 2019)**

In the period from 20 May 2019 (10:00 am) to 26 June 2019, all barmaids and professional baristas of legal age from the Out-of-Home Channel resident and/or domiciled in one of the participating countries, as detailed under the Territory section, will be given the chance to participate in Mode B as described below. To participate you must connect to the [www.ladyamarena.it](http://www.ladyamarena.it) website from a mobile phone or desktop, access the area dedicated to Mode B of the contest, register, access the participation interface where the Recipients have to upload a recipe for a drink, cocktail or other beverage with original photographic content representative of the theme **"Convey with a drink, cocktail or other beverage the uniqueness, personality and unmistakable taste of Amarena Fabbri"**. The detailed users must upload the recipe and its original photographic content portraying the drink, cocktail or beverage (alcoholic or non-alcoholic), made with the use of one or more of the following Promoter products:

- Amarena Fabbri (fruit or syrup),
- Amarena Fabbri MixyBar syrup,
- Marendry Fabbri bitter liqueur.

It is specified that:

- homemade syrup preparations are excluded,
- the preparation technique can be freely chosen and the recipe for the drink, cocktail or beverage can be either alcoholic or non-alcoholic (e.g. based on coffee, milk, tea or other ingredients).

It is specified that only recipes and related creations with a maximum of 5 ingredients will be accepted. Any decorations, toppings and sides will not be counted in the 5 ingredients. Please note that there must be no people in the photo. It will be mandatory to enter, in the area dedicated to the description of the drink, the name of the drink, cocktail or beverage, the recipe with an indication of the maximum 5 ingredients used and a brief description in English. In order to participate, users must, after uploading the photographic content, register by filling in the fields indicated as mandatory in the appropriate electronic form or by logging in via Facebook or a unique combination of Email and Password: entering their credentials.

The user will receive an email with a confirmation link from the system to confirm their identity. To complete the registration process, you will be asked to declare that you are of legal age and to accept these Terms and Conditions. Failure to provide the required authorisations will result in the inability to take part in this competition. Please note that for participation through Instagram, users must use the #LadyAmarenaInternational2019 hashtag for the purposes of participation, photos without the hashtag will not be considered for the competition.

### **VOTING on sent recipes for Mode B (from 10:00 am on 20 May 2019 to 26 June 2019)**

All the recipes, together with the relative photographic content, uploaded for Mode B, moderated and published, can be voted for, in the gallery accessible from the [www.ladyamarena.it](http://www.ladyamarena.it) website in the section dedicated to Mode B, by Internet users (both male and female) of legal age, by clicking on the appropriate voting button after registration. Voting will be managed by a specially developed computer application (named Application). To express their vote, each user must have completed the procedures for registration to the site. Please note that users will have the right to express a maximum of one vote for the same recipe and photograph relating to Mode B during the entire participation period. Votes subsequent to the first vote for the same recipe and related photograph in this Mode and attributable to the same identity, may therefore also be invalidated retrospectively. The Promoting Company or third parties appointed by it will check that the votes received by the Recipients of the photographs published are appropriate: by way of example and not limited to, duplicate votes fraudulently made with the use of multiple registrations by the same user, or through the use of computer procedures or software for the expression of votes, will not be allowed.

### **JURY PHASE Mode B (by 17 July 2019)**

**By 17 July 2019**, in the presence of a notary or the Chamber of Commerce consumer protection and public faith manager, the valid recipes uploaded with their photographic content, will be submitted to a Jury composed of experts chosen by the Promoter for assessment. The Jury will view this content according to these criteria and scores:

1. Taste and balance (based on the ingredients indicated by the participant): score from 1 to 10 - 40% weight;
2. Appearance and presentation: score from 1 to 10 - 10% weight;
3. Effectiveness of the accompanying text (short description in English): score from 1 to 10 - 30% weight;
4. Replicability (assessment of the recipe's reproducibility in terms of number of ingredients, availability on the national territory, execution times and drink cost): score from 1 to 10 - 10% weight;
5. Recipe preparation technique: Score from 1 to 10 points - 10%weight;

6. Votes obtained online: the three drinks/cocktails/beverages that are most voted for by online users, according to the methods described above, will be assigned the following increases with respect to the individual score achieved: +10% to the most voted of the 3 +7.5% per second most voted of the 3 +5% to the third most voted of the 3;

3 recipes with their relative photos will be selected (plus 3 staggered reserves) whose combined names will each win the prize consisting of: 1 travel voucher including an overnight stay in a hotel to join the barmaid and barista competition for Lady Amarena International. For a value of €400.00 including VAT per voucher.

***TOTAL COMPLETE MAXIMUM PRIZES Mode B: €1,200.00 subject to adjustments***

INTEGRAL REGULATION - Article 11 - Presidential Decree 430/2001

PRIZE COMPETITION CALLED

**"LADY AMARENA ITALIA 2019"**

**Promoting Company:** FABBRI 1905 SPA

**Head office:** Via Emilia Ponente 276 - 40132 Bologna - VAT number/Tax ID 00281980375

**Delegate:** Leevia Srl, with head office in Piazza Centa 7, 38122, Trento - VAT number 02339780229

**Territory:** Italian national and Republic of San Marino for Mode A; worldwide for Mode B except Italy, Republic of San Marino, Spain, Cyprus, Romania, China, Singapore, Korea, UAE and Nigeria.

**Recipients:** The initiative is aimed for Mode A) at barmaids and professional female baristas from the Out-of-Home Channel domiciled and/or residing in Italy and the Republic of San Marino; for Mode B) at barmaids over 18 and professional baristas from the Out-of-Home Channel domiciled and/or residing in the participating countries as reported in the Territory section. Voters (Modes A and B) can be both women and men of any nationality and country.

**Total duration:** From 10:00 am on 20 May 2019 to 25 September 2019. Final Jury by 30 October 2019.

**HOW TO PARTICIPATE:**

**Mode A) - Lady Amarena Italy 2019 Election**

**RECIPE SENDING PHASE (from 10:00 am on 20 May 2019 to 26 June 2019)**

In the period from 20 May 2019 (10:00 am) on 26 June 2019, all barmaids and professional baristas from the Out-of-Home Channel domiciled and/or residing in Italy or the Republic of San Marino will be given the opportunity to participate in Mode A as described below. To participate you must connect to the [www.ladyamarena.it](http://www.ladyamarena.it) website on a mobile phone or

desktop, access the area dedicated to the Italian channel of the competition, register, access the participation interface where the Recipients will have to upload a recipe for a drink, cocktail or other beverage accompanied by original photographic content representative of the theme **"Convey the uniqueness, personality and unmistakable taste of Amarena Fabbri with a drink, cocktail or other beverage"**.

The detailed users will have to upload the recipe and its original photographic content that portrays the drink, cocktail or beverage (alcoholic or non-alcoholic) made by using one or more of the following Promoter products:

- Amarena Fabbri (fruit or syrup),
- Amarena Fabbri MixyBar syrup,
- Marendry Fabbri bitter liqueur.

It is specified that:

- homemade syrup preparations are excluded, - the preparation technique can be freely chosen and the recipe for the drink, cocktail or beverage can be either alcoholic or non-alcoholic (e.g. based on coffee, milk, tea or other ingredients).

It is also specified that only recipes and their completions with a maximum of 5 ingredients will be accepted. Any decorations, toppings and sides will not be counted in the 5 ingredients. Please note that there must be no people in the photo. It is mandatory to enter, in the description area, the name of the drink, cocktail or beverage, the recipe with an indication of the maximum 5 ingredients used and a brief description in English. In order to participate, users must, after uploading the photographic content for this Mode, register by filling in the fields indicated as mandatory in the appropriate electronic form or by logging in via Facebook or a unique combination of Email and Password by entering your credentials.

The user will receive an email with a confirmation link from the system to confirm their identity. To complete the registration process, you will be asked to declare that you are of legal age and to accept these Terms and Conditions. Failure to provide the required authorisations will make it impossible to take part in Mode A of this competition. Please note that for participation through Instagram, users must indicate the hashtag #LadyAmarenaItalia2019 for the purposes of participation, any photos without the hashtag will not be considered for the competition and the post must also be public.

Accepting the Regulation, the Participant

- authorises the publication and use of the images sent for participation in the competition, in the spaces and in the ways that the Promoting Company deems appropriate;
- declares to be the owner and/or author of the photograph(s) and the recipe(s).

You will also be asked to read the information notice on personal data processing and consent to such processing. Only one registration will be allowed per Recipient participating in Mode A, but it will be possible for one single user to upload multiple different recipes/photos. For the purposes of the Jury's pre-selection, only the first content submitted by the user will be taken into consideration. Registration is associated with a unique combination of First Name, Last Name and Email, each email address may be associated with a unique first and last name of the Recipient. The Promoter reserves the right to check and cancel any additional registrations from the same participant. Subsequent registrations of the same identity may also be invalidated retrospectively and in the event of winning, the same will be invalidated and the prize awarded to another. No participation under a false name, false identity or fictitious identity will be allowed. Moreover, in this case the Promoter reserves the right to verify the identity of the participants and to take any appropriate action in the event of violation of this rule. In the recipe and photograph, you may not cite or portray signs, logos, trademarks or products of companies and third parties other than the Promoter. Photographs related to the theme of the competition with a maximum size of 10 MB will be accepted. The photos must be in one of the following formats: jpg, jpeg or png. The technical characteristics of the content to be uploaded, as well as the procedures for uploading the same, will be specified in detail in the dedicated section. The deadline for sending recipes with photos by participants is 26 June 2019 23:59:59. All uploaded content will be subject to moderation by the Promoting Company or third parties appointed by it, which will eliminate, at any time, and at its sole discretion, those considered off-topic, or in any case not in line with the competition, or that are contrary to public morality and decency. The works discarded at this stage will, however, be kept by the Promoting Company and made available for any checks. The Promoter, or third parties appointed by it, reserve the right not to accept identical or similar recipes/photos uploaded by the same user and/or different users (for example the same drink photo, retaken or in the same context from different angles or with small elements of diversification). Contributions uploaded for participation will be published within 48 hours of uploading.

**VOTING on sent recipes for Mode A (from 10:00 am on 20 May 2019 to 26 June 2019)**

All recipes, including their photographic content, uploaded for Mode A, moderated and published, can be voted for, in the gallery accessible from the [www.ladyamarena.it](http://www.ladyamarena.it) web page in the relevant section dedicated to this Mode, by male and female Internet users of legal age, by clicking on the appropriate voting button after registration. Voting will be managed by a specially developed computer application (named Application). To express their vote, each user must have completed the procedures for registration to the site. Please note that users will have the right to express a maximum of one vote for the same recipe and its photograph relating to this Mode during the entire participation period. Votes subsequent to the first for the same recipe and related photograph in this Mode and attributable to the same identity may therefore also be invalidated retrospectively (by way

of example and not limited to, duplicate votes made fraudulently with the use of multiple registrations by the same user, or through the use of computer procedures or software for the expression of votes, will not be allowed).

### **PRE-SELECTION PHASE of the 10 finalists (by 17 July 2019)**

**By 17 July 2019**, in the presence of a notary or the Chamber of Commerce consumer protection and public faith manager, the valid recipes uploaded with the relevant photographic content for Mode A will be submitted for assessment to a jury composed of experts chosen by the Promoter. The Jury will view this content according to the following criteria and scores:

1. Taste and balance (based on the ingredients indicated by the participant): score from 1 to 10 - 40% weight;
2. Appearance and presentation: score from 1 to 10 - 10% weight;
3. Effectiveness of the accompanying text (short description in English): score from 1 to 10 - 30% weight;
4. Replicability (assessment of the recipe's reproducibility in terms of number of ingredients, availability on the national territory, execution times and drink cost): score from 1 to 10 - 10% weight;
5. Recipe preparation technique: Score from 1 to 10 points - 10% weight;
6. Votes obtained online: the three drinks/cocktails/beverages that are most voted for by online users, according to the methods described above, will be assigned the following increases with respect to the individual score achieved:
  - +10% to the most voted of the 3
  - +7.5% per second most voted of the 3
  - +5% to the third most voted of the 3;

10 recipes will be selected accompanied by the relative photos (plus 10 staggered reserves) whose combined names will be awarded access to the Final Jury Phase of Mode A, to be held in Bologna by 30 October 2019 (the exact date and location will be communicated directly to the 10 selected finalists).

The 10 selected finalists will be contacted by email at the email address issued during registration and must confirm their presence in Bologna for the Final Phase.

The Promoter will cover the transfer of the 10 selected to get to the city of Bologna by booking a means of transport to/from (the means type and times will be at the Promoter's discretion) and 1 overnight stay (in an establishment chosen by the Promoter). Anything not indicated as included is excluded. Maximum value of the trip is €250.00 including VAT. **Maximum total value of the trip for the 10 finalists selected is €2,500.00 including VAT, subject to adjustments.**

**PUBLICATION AND VOTING PHASE for the 10 finalists (from 10:00 am on 25 July 2019 to 25 September 2019)**

From 25 July 2019 (10:00 am) to 25 September 2019, the 10 finalist recipes of this Mode that have accepted access to the Final will be published in the competition website gallery and can be voted by male and female Internet users over 18 by clicking on the appropriate voting button after registration.

Voting through the gallery of 10 finalist contents will be managed by a specially developed computer application (named Application). Please note that users will have the right to express a maximum of one vote for the same recipe accompanied by a photograph during this phase of Mode A. Votes subsequent to the first vote for the same recipe and its relative photograph, traceable to the same identity, may therefore also be invalidated retrospectively (by way of example and not limited to, duplicate votes made fraudulently with the use of multiple registrations by the same user, or through the use of computer procedures or software for the expression of votes, will not be allowed). Please note that the 10 finalists will have the chance to promote and test their drink/cocktail/beverage with the public in order to boost their votes: they can promote it in their bar or in any way they deem appropriate, while respecting the use of the Fabbri brand.

The votes earned by the 10 finalist recipes in this "**PUBLICATION AND VOTING OF THE 10 FINALISTS PHASE**" will be added to the votes earned by them in the initial phase of "VOTING on sent recipes".

The 3 finalists who obtain the highest number of votes in total from users will have an increase in the vote during the Final Phase as described below.

**Final Phase - "LADY AMARENA ITALY 2019" title (by 30 October 2019)**

The final competition for the Italian channel will take place on a fixed date, indicatively **before 30 October 2019** in Bologna (the exact date and location will be announced directly to the finalists) in the presence of a notary or the Chamber of Commerce consumer protection and public faith manager.

Operational details:

The 10 finalists selected will have to bring equipment, glasses and all the ingredients needed to create their own recipe with them, including alcoholic and non-alcoholic liquids. The Promoter will provide each of the 10 finalists with each product in the recipe belonging to the Fabbri Portfolio.

Each finalist will have 5 minutes to set up the bar counter and a further 10 minutes to

prepare 2 serving drinks/cocktails/beverages and will also have to present their drink/cocktail/beverage in English.

All decorations/toppings/sides must be prepared in the Office.

Voting Modes and Criteria:

A panel of experts chosen by the Promoter will be present on site to taste, view and assess each of the 10 drinks/cocktails/beverages competing, on the basis of the following criteria and scores:

1. Taste and balance: score from 1 to 10 - 40% weight;
2. Appearance and presentation: score from 1 to 10 - 10% weight;
3. Communication (speech): score from 1 to 10 - 30% weight;
4. Replicability (assessment of the recipe's reproducibility in terms of number of ingredients, availability on the national territory, execution times and drink cost): score from 1 to 10 - 10% weight.

A judge on the podium will judge the technical aspects and assign a score from 1 to 10 points - 10% weight.

Online vote increase: the three drinks/cocktails/beverages that have been most voted for by online users, according to the methods described above, will be assigned the following increases with respect to the individual score achieved:

- +10% to the most voted of the 3
- +7.5% per second most voted of the 3
- +5% to the third most voted of the 3.

**SIGNIFICANCE of the "LADY AMARENA ITALY 2019" title**

At the end of the demonstration phase of the 10 finalists and Jurors' vote, the competitor who has gained the most points according to the above procedures will be declared the winner of the "LADY AMARENA ITALY 2019" title.

In the event of a tie, the competitor with the highest score will win according to the following priorities:

- 1- Taste and balance of the drink/cocktail/beverage,
- 2- communication (speech),
- 3- appearance and presentation of the drink/cocktail/beverage,
- 4 - technical judgement.

The first three winners will receive the following prizes.

**1st place**

A "Lady Amarena Italy" prize package including: 1 voucher worth €300.00 including VAT for the purchase of professional equipment/tools for barmaids and baristas, which must be used according to the times and procedures that will be made known to the winner; plus 1 Fabbri trophy with an indicative value of €100.00 + VAT and access to attend the Lady Amarena International competition as an Italian finalist. Total prize value €400.00.

**2nd place**

- 1 voucher worth €200.00 including VAT for the purchase of professional equipment/tools for barmaids and baristas, which must be used according to the times and procedures that will be made known to the winner; plus 1 Fabbri trophy with an indicative value of €100.00 + VAT. Total prize value €300.00.

**3rd place**

- 1 voucher worth €100.00 including VAT for the purchase of professional equipment/tools for barmaids and baristas, which must be used according to the times and procedures that will be made known to the winner; 1 Fabbri trophy with an indicative value of €100.00 + VAT. Total prize value €200.00.

At the same venue, the following will also be identified on the basis of the express vote of the Jury and the criteria indicated above:

- the finalist who has made the best drink/cocktail/beverage containing the Marendry Fabbri product (intended as the highest score), which will win the prize consisting of: 1 Fabbri trophy with an indicative value of €100.00 + VAT and 1 cuvette with a value of €100.00 + VAT. Total prize value €200.00;
- the finalist who has made the best drink/cocktail/alcoholic drink (intended as the highest score) that will win the prize consisting of: 1 Fabbri trophy with an indicative value of €100.00 + VAT and 1 Bar Kit Tools with a value of €100.00 + VAT. Total prize value €200.00.

In the event that these two winning recipes (non-alcoholic and/or with Marendry) have been produced by barmaids and baristas who have already been awarded a prize, these winners will win more prizes. If no non-alcoholic recipe and/or Marendry recipe is present in the final, these prizes will not be assigned and will therefore be donated to a non-profit organisation.

All finalists will receive a certificate of participation.

All operations of awarding prizes will be carried out in the presence of a notary or Chamber of Commerce consumer protection and public faith manager.

***TOTAL COMPLETE MAXIMUM PRIZES Mode A: €3,800.00 subject to adjustments***

\*\*\*\*\*

### **Mode B)**

#### **RECIPE SEDING PHASE (from 10:00 am on 20 May 2019 to 26 June 2019)**

In the period from 20 May 2019 (10:00 am) to 26 June 2019, all barmaids and professional baristas of legal age from the Out-of-Home Channel resident and/or domiciled in one of the participating countries, as detailed under the Territory section, will be given the chance to participate in Mode B as described below. To participate you must connect to the [www.ladyamarena.it](http://www.ladyamarena.it) website from a mobile phone or desktop, access the area dedicated to Mode B of the contest, register, access the participation interface where the Recipients have to upload a recipe for a drink, cocktail or other beverage with original photographic content representative of the theme **"Convey with a drink, cocktail or other beverage the uniqueness, personality and unmistakable taste of Amarena Fabbri"**. The detailed users must upload the recipe and its original photographic content portraying the drink, cocktail or beverage (alcoholic or non-alcoholic), made with the use of one or more of the following Promoter products:

- Amarena Fabbri (fruit or syrup),
- Amarena Fabbri MixyBar syrup,
- Marendry Fabbri bitter liqueur.

It is specified that:

- homemade syrup preparations are excluded, - the preparation technique can be freely chosen and the recipe for the drink, cocktail or beverage can be either alcoholic or non-alcoholic (e.g. based on coffee, milk, tea or other ingredients).

It is specified that only recipes and related creations with a maximum of 5 ingredients will be accepted. Any decorations, toppings and sides will not be counted in the 5 ingredients. Please note that there must be no people in the photo. It will be mandatory to enter, in the area dedicated to the description of the drink, the name of the drink, cocktail or beverage, the recipe with an indication of the maximum 5 ingredients used and a brief description in English. In order to participate, users must, after uploading the photographic content, register by filling in the fields indicated as mandatory in the appropriate electronic form or

by logging in via Facebook or a unique combination of Email and Password: entering their credentials.

The user will receive an email with a confirmation link from the system to confirm their identity. To complete the registration process, you will be asked to declare that you are of legal age and to accept these Terms and Conditions. Failure to provide the required authorisations will result in the inability to take part in this competition. Please note that for participation through Instagram, users must use the #LadyAmarenaInternational2019 hashtag for the purposes of participation, photos without the hashtag will not be considered for the competition.

### **VOTING on sent recipes for Mode B (from 10:00 am on 20 May 2019 to 26 June 2019)**

All the recipes, together with the relative photographic content, uploaded for Mode B, moderated and published, can be voted for, in the gallery accessible from the [www.ladyamarena.it](http://www.ladyamarena.it) website in the section dedicated to Mode B, by Internet users (both male and female) of legal age, by clicking on the appropriate voting button after registration. Voting will be managed by a specially developed computer application (named Application). To express their vote, each user must have completed the procedures for registration to the site. Please note that users will have the right to express a maximum of one vote for the same recipe and photograph relating to Mode B during the entire participation period. Votes subsequent to the first vote for the same recipe and related photograph in this Mode and attributable to the same identity, may therefore also be invalidated retrospectively. The Promoting Company or third parties appointed by it will check that the votes received by the Recipients of the photographs published are appropriate: by way of example and not limited to, duplicate votes fraudulently made with the use of multiple registrations by the same user, or through the use of computer procedures or software for the expression of votes, will not be allowed.

### **JURY PHASE Mode B (by 17 July 2019)**

**By 17 July 2019**, in the presence of a notary or the Chamber of Commerce consumer protection and public faith manager, the valid recipes uploaded with their photographic content, will be submitted to a Jury composed of experts chosen by the Promoter for assessment. The Jury will view this content according to these criteria and scores:

1. Taste and balance (based on the ingredients indicated by the participant): score from 1 to 10 - 40% weight;
2. Appearance and presentation: score from 1 to 10 - 10% weight;
3. Effectiveness of the accompanying text (short description in English): score from 1 to 10 - 30% weight;

4. Replicability (assessment of the recipe's reproducibility in terms of number of ingredients, availability on the national territory, execution times and drink cost):

score from 1 to 10 - 10% weight;

5. Recipe preparation technique: Score from 1 to 10 points - 10%weight;

6. Votes obtained online: the three drinks/cocktails/beverages that are most voted for by online users, according to the methods described above, will be assigned the following increases with respect to the individual score achieved:

+10% to the most voted of the 3

+7.5% per second most voted of the 3

+5% to the third most voted of the 3;

3 recipes with their relative photos will be selected (plus 3 staggered reserves) whose combined names will each win the prize consisting of: 1 travel voucher including an overnight stay in a hotel to join the barmaid and barista competition for Lady Amarena International. For a value of €400.00 including VAT per voucher.

***TOTAL COMPLETE MAXIMUM PRIZES Mode B: €1,200.00 subject to adjustments***

\*\*\*\*\*

**MAXIMUM COMPLETE JACKPOTS (Mode A + B): €5,000.00 subject to adjustments**

\*\*\*\*\*

In relation to vouchers and travel awards, it is specified that:

- in the case of non-presentation of the user at the fixed date and time;
- if the user is already on site or for other reasons, uses only some of the components of the prize;

the prize will be considered fully awarded and the winner will no longer have anything to claim from the sponsoring company and parties involved in the organisation of the competition.

**It is also recalled and reiterated that:**

- Each recipient user can only register once and in one Mode (A or B);
- Useful votes i.e. those expressed through the internal voting process of the software will only be considered; in no case will shares count for the assignment of the voting score online;
- for the purposes of the Jury relating to Mode B, in the case of more than one photo sent by the same participant, the photo that has obtained the most votes from users will pass to

the Jury phase of Mode B. In the event of equal merit, the time of sending the content will be taken into consideration, giving priority to the content that was sent first.

## **COMMUNICATION AND ACCEPTANCE OF WINNING**

The winners of the pre-selection of Mode A and the Jury for Mode B will be notified by email within 15 days of the assignment and must accept the participation in the Final Phase and the Mode B prizes within the times and methods communicated in the winning notification phase, according to the methods that will be made known to them. In the event of unavailability or if acceptance is invalid (by way of example, for failure to reply within the required time limits and procedures), the prize will be awarded to a reserve that must in turn validate the win and subscribe to the Final Phase for Mode A with the same procedures. The reserves will be contacted in order of positioning only when it becomes necessary to use them.

### **It should also be noted that:**

- Exclusion of participants: the following are excluded from participation in this competition:
  - Persons residing and domiciled outside Italy and the Republic of San Marino for Mode A and outside the countries listed under the Territory section for Mode B;
  - The employees or collaborators of the Promoting Company in all the countries involved, as well as those of the Delegate;
  - Minors
  - Men

Voters (Modes A and B) can be both women and men of any nationality and country.

Also excluded from participation in the Competition and therefore unable to enjoy any prize won are all users who, according to the unquestionable judgement of the Promoting Company or third parties appointed by it, are winners by means and tools judged to be suspicious, fraudulent, or in violation of normal initiative implementation. The Promoting Company or third parties appointed by it, reserve the right to proceed, within the terms deemed most appropriate, and in compliance with the laws in force, to limit and inhibit any initiative aimed at circumventing the system devised. Barmaids and baristas may not take part in Lady Amarena 2019 competitions held outside the countries involved in this competition. The Promoter reserves the right to disqualify a competitor and/or block the account and/or reduce the points accrued improperly where there has been conduct that could circumvent the designed game system (including, but not limited to hacking, creation of temporary accounts, fictitious, multiple participations from the same IP address, etc).

- The Promoter does not assume any responsibility for any consequence deriving from any access issue, impediment, dysfunction or difficulty concerning the technical tools, computer, telephone line, transmission and connection, Internet connection, that could prevent competitors from participating in the competition or from accepting their winnings

in the times and manners indicated.

- Winners are the sole people responsible for managing their mailbox, with particular reference to:
  - Receiving any winning email;
  - Adopting the necessary security measures that prevent other individuals from unauthorized access to their inbox. The Promoting Company and the third parties appointed by it, do not assume any liability in the event of failure or late delivery of the prize in the event that one of the following conditions occurs:
    - The winner's mailbox is full;
    - The email address indicated by the participant during registration is non-existent, incorrect or incomplete;
    - There is no response from the host computer after sending the winning notification email;
    - A winner's mailbox is disabled;
    - The email provided during registration is found on a blacklist;
    - Incorrect and/or untrue personal data. Users who try to register from providers usually used for the creation of temporary emails, such as those at the link below, will not be accepted as valid and will not be able to register:  
[http://asset.leevia.com/doc/disposable\\_fake\\_emails\\_list.txt](http://asset.leevia.com/doc/disposable_fake_emails_list.txt).
- Prizes will be awarded to those entitled to receive them within 180 days (six months) of the date of award.
- All prizes awarded cannot be converted into gold or cash tokens. The Promoter reserves the right, in the event the prizes are unavailable for reasons independent from the Promoter's right, to provide a prize of equal or higher value with similar characteristics.
  - The prizes are non-transferable.
- The Promoting Company reserves the right to cancel this Competition at any time and to amend these rules without notice, if required by unforeseen circumstances beyond its reasonable control.
- Deposit: The Deposit equal to 100% of the amount of the prizes offered, as per Art. 7 of Presidential Decree 430/2001, was granted in favour of the Ministry of Economic Development.

#### **NON-PROFIT ORGANISATION:**

The prizes, if not assigned, for any reason, other than those refused, will be devolved to the following non-profit organisation, as provided for in Art. 10(5) of Presidential Decree 430, 26 October 2001: ➤ NON-PROFIT ORGANISATION: S.O.S. Villaggio del Fanciullo Federico Pavesi Cooperative Company - Non-profit organisation, Via S.G. Emiliani 3 - 21020 Fraz. Morosolo Casciago (VA) - Tax ID 00584050124.

**Please note:**

Costs of participation will be those provided for in the tariff plan agreed by each participant with its provider, without any additional cost or burden.

We certify that this promotion is in no way sponsored, supported or administered by Facebook and/or Instagram, or associated with Facebook and/or Instagram. For participation through Facebook and/or Instagram, participating users declare to be of legal age and to be already registered on Facebook and/or Instagram before the start of the competition, the Promoter reserves the right to request proof.

**It should be noted that:**

The competition management server is located on Italian national territory. Where social dynamics come into play (Facebook login and Instagram upload), there is a "mirroring" system that replicates the data on the management server of the competition residing in Italy. The computer applications used to manage votes have characteristics suitable for guaranteeing public faith, which cannot be tampered with from the outside. The expertise relating to this software will be available at the Delegate's premises.

**Exclusion from participation:**

Employees of the promoter and those of the Delegate Leevia Srl may not take part in this awarding event. All third parties and their employees, who have collaborated in any way in the implementation of the competition, are also excluded.

**Advertising:**

the content of the promotion will be communicated using the following means: web campaign. The full Rules and Regulations will be accessible from [www.ladyamarena.it](http://www.ladyamarena.it). The Company reserves the right to use any other means of communication that seems appropriate to bring to light the content of this event with prizes to the recipients of the same.

- The Promoting Company does not intend to exercise the right of recourse to the 25% withholding tax provided for by Art. 30 of Presidential Decree 600 of 29/9/73. Participants who upload a recipe with photos in this competition declare and guarantee:
- That the recipe accompanied by photo or sent is their sole property and does not infringe the rights of third parties;
- That there are no third-party rights opposing the sending and possible publication of the recipe accompanied by photos, as well as full and free disclosure by the Promoter and its affiliated companies on any material, means of communication, without any territorial or temporal limitation;
- That the use of other subjects in the completion of the content sent for the purposes of participation, including minors, is done in compliance with their rights under mandatory legislation. In particular, the Participant undertakes to carry out all legal requirements for the correct use of collaborators or employees in any capacity, and to indemnify the Promoting Company from any responsibility towards them. +

- To undertake to hold the Promoting Company harmless and indemnified from any claim and/or judicial or out-of-court action, for any reason including compensation, coming from any third party in relation to the material sent for participation, as well as from the charges (including the reimbursement of all expenses incurred) that the Promoter may derive from disputes of any nature brought by third parties in relation to the recipe presented with a photo;
- To cede any right of disclosure and exploitation of the recipe and/or related photo to the Promoter, including the right for the Promoter and its affiliated companies, to use the recipe and/or related photo in any advertising material, of any format, on any material, without any territorial limitation;
- To waive any claim for compensation or anything similar;
- That the property rights and copyrights of the recipe and its submitted photo are not burdened by any act that limits its effectiveness, such as licences or similar;
- To be responsible for the recipe and the photo taken and sent for the purpose of joining this competition. Fabbri 1905 SpA guarantees that the personal data processing provided by participants in relation to this competition is carried out by it in compliance with the rules on personal data protection, as reported in the dedicated section on the competition website.

It is understood that the participants in this event declare to be of legal age.

Participation in this competition: participation implies unconditional and total acceptance of the rules and clauses contained in this Regulation without any limitation.

Milan, 3 May 2019

Fabbri 1905 SpA

The Delegate

Leevia Srl