

PRIZE COMPETITION CALLED

"LADY AMARENA GERMANY 2021" resp. "LADY AMARENA AUSTRIA 2021"

Promoting Company: G.Fabbri Deutschland GmbH

Head office: Witneystrasse 1 – 82008 Unterhaching - UST-ID-Nr. DE811446130 - Amtsgericht München HRB 102919

Territory: GERMANY and AUSTRIA

Recipients: The initiative is aimed at female bartenders and baristas from the Out-of-Home Channel domiciled and/or residing in Germany resp. Austria

Voters can be male, female diverse of any nationality and country.

Total duration: From 10:00 am on May 14th, 2021 to August 30th, 2021.

HOW TO PARTICIPATE:

LADY AMARENA GERMANY resp. LADY AMARENA AUSTRIA Election

1.) PRE-SELECTION PHASE

In the period from May 14th (10:00 am) to June 11th, all female bartenders of legal age from the Out-of-Home channel resident and/or domiciled in Germany resp. Austria will be given the chance to participate as described below. To participate you must connect to www.ladyamarena.de resp. www.ladyamarena.at website from a mobile phone or desktop, access the area dedicated to the contest, register, access the participation interface where you have to 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. Please upload your motivation clip/video (maximum 3 min., German or English) and let us know, why you are the next LADY AMARENA GERMANY / LADY AMARENA AUSTRIA by presenting your favourite drink.

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.

By June 11th, 2021, the valid videos/clips uploaded with their video 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. Appearance and presentation
2. Bartender skills
3. Effectiveness of the accompanying text (short description in English or German)

10 recipes with their relative videos/clips will be selected (plus 3 staggered reserves) whose combined names will each get an invitation to the LADY AMARENA GERMANY 2021 resp. LADY AMARENA AUSTRIA 2021 competition in Loipersdorf, Styria on august, 30th.

To the 10 finalists will be delivered a parcel with the three mandatory products of the competition:

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

To create their competition drink.

2.) RECIPE SENDING PHASE (from 10:00 am on June 15th, 2021 to July 12th, 2021)

In the period from June 15th, 2021 (10:00 am) to July 12th 2021 all female bartenders of legal age from the Out-of-Home channel resident and/or domiciled in Germany or Austria will be given the chance to participate as described below. To participate you must connect to www.ladyamarena.de resp. www.ladyamarena.at website from a mobile phone or desktop, access the area dedicated 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 Promotor products:

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

It is specified that:

- homemade syrup preparations are prohibited, - 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, 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 this competition.

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, 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 July 12th, 2021 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.

3.) SELECTION PHASE of the 10 finalists (by July 12th, 2021)

By July 12th, 2021, 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 will be submitted for assessment to a jury composed of experts chosen by the Promoter. The Jury will view this content according to the competition rules. The 10 selected finalists will be contacted by email at the email address issued during registration and must confirm their presence in Loipersdorf for the Final Phase. The Promoter will cover 2 overnight stays (in the hotel Das Sonnreich). Anything not indicated as included is excluded.

4.) PUBLICATION AND VOTING PHASE for the 10 finalists (from 14:00 am on July 12th, 2021 to August 25th, 2021)

From July 12th, 2021 (14:00 am) to August 25th, 2021, the 10 finalist recipes 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 using 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 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.

5.) Final Phase - "LADY AMARENA GERMANY 2021"/ "LADY AMARENA AUSTRIA" title (by august 30th 2021)

The final competition for the German resp. Austrian channel will take place on August 30th, 2021.

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 non-alcoholic liquids if not provided by partners.

Each finalist will have 2 minutes to set up the bar counter, 1 minute have to present their drink/cocktail/beverage in English and a further 10 minutes to prepare 5 servings drinks/cocktails/beverages.

All decorations/toppings/sides must be prepared in the preparation room.

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.

5. Recipe preparation technique: 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.

In this way, the Top3 finalists will be selected from the 10 participants and announced. For each country, the national bartenders' associations awarded one wild card, so that there are 4 finalists per country. The LADY AMARENA GERMANY resp. LADY AMARENA AUSTRIA will then be determined in a black box procedure. The finalists will receive a "black box" with ingredients. They have 30 minutes to create a new drink from this black box:

The 4 finalists selected will find glasses and ingredients needed to create their recipe, including alcoholic and non-alcoholic liquids as black box. They will have to bring their own equipment.

Each finalist will have 30 minutes to create her new drink in the preparation room. Each finalist will have 5 minutes to set up the bar counter and a further 10 minutes to prepare 3 serving drinks/cocktails/beverages and will also have to present their drink/cocktail/beverage in English.

A jury chosen by the Promoter will be present on site to taste, view and assess each of the 3 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.

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

6.) SIGNIFICANCE of the "LADY AMARENA GERMANY 2021" resp. "LADY AMARENA AUSTRIA 2021" title

At the end of the demonstration phase of the 4 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 GERMANY 2021" resp. "LADY AMARENA AUSTRIA 2021" 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 GERMANY" resp. "LADY AMARENA AUSTRIA" prize package including:

- €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.

2nd place:

- €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.

3rd place:

- €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.

At the same venue, the following will also be identified based on 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 €200.00 + VAT

If the winning recipes have been produced by female bartenders and baristas who have already been awarded a prize, these winners will win more prizes. If no Marendry recipe is present in the final, these prizes will not be assigned.

All finalists will receive a certificate of participation.

In relation to vouchers, 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;
- 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, 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. 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 selection and the Jury will be notified by email within 15 days of the assignment and must accept the participation in the Final Phase 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 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 Germany and Austria
 - The employees or collaborators of the Promoting Company in all the countries involved, as well as those of the Delegate;
 - Minors
 - Men

Voters can be female, male and divers 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. 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.

- 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.

Please note:

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. 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.

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.

Unterhaching, April, 26th 2021

G.Fabbri Deutschland GmbH