

Send to Ministry for Economic Development by 30 April

REGULATIONS PURSUANT TO ARTICLE 11 OF ITALIAN PRESIDENTIAL DECREE 430 OF 26 OCTOBER 2001

"WIN & GO" PRIZE COMPETITION

1. Promoter

The promoter is **Easy Market SpA**, with registered office at Via Consolare 51/c, 47924 Rimini, VAT reg. no. and tax code 03109340400.

2. Authorised Companies

The authorised companies are **LDB Advertising Srl**, with registered office at Via C. Boldrini 16, 40121 Bologna (BO) and **Promosfera Srl** with registered office at Via Giusti 65/A, Somma Lombardo (VA), VAT reg. no. and tax code 02250050024.

3. Beneficiaries

The competition is open to all adult end users, residing in Italy or abroad, who complete a purchase on www.lol.travel during the competition period (*Customer Players*) and all users who receive an "Invitation Link" from Customer Players (*Invited Players*).

The promoter's employees and contract staff are excluded from entering the competition. Those involved in organising and running the competition are also excluded.

4. Competition period

22 May to 21 July 2019

The final draw will be before 30 July 2019.

5. Promotional products – Purpose of the competition

The promoted brand is "lol.travel" and the promotional products are all flights and hotels that can be booked on the website www.lol.travel

Purchases in the "holidays", "car" and "go live" sections of the website are excluded from this promotion.

The aim of the competition is to increase the visibility of the promoted brands and, in particular, to encourage the purchase of flights and hotel services on the portal.

6. Entry instructions

Entry with Reservation

From 22 May to 21 July 2019, everyone who completes a purchase of one of the "flight" and/or "hotel" travel services available on the portal www.lol.travel will be invited, after finalising the reservation, to enter this prize competition.

At the end of the reservation process, a video message will advertise the initiative and invite users to access the minisite winandgo.lol.travel through the link on the screen. Users will be redirected to the competition site where an online form will be displayed, with the details of the confirmed purchase already filled in. Users will then have to complete the registration process, entering the missing personal details and clicking on the "enter" button. The link redirecting to the competition page will also be sent to customers in an email to the address indicated during the reservation process.

The system will automatically notify the game result in an email sent directly to the address indicated during the reservation process. Prizes will be sent directly to winners.

Regardless of the result of the instant win game, all users will receive an "invitation link", which they can send to 10 friends, to give them the chance to enter the competition and to increase their own chances of winning. If an invited

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friend enters and wins, a prize will also be awarded to the "Customer Player" who sent the invitation. The "invitation link" will be shown on the screen when entering the competition and will also be sent by email with the result of the game.

Entry with Invitation

The ten friends who receive an invitation from a "Customer Player" will be given the chance to enter this competition. By clicking on the link they have received, they will access a registration form to fill in with their personal details. When their registration has been confirmed, they will receive a confirmation email containing a link.

After clicking on the link, they will be redirected automatically to the competition site and will find out the result of their game. The result of the game will also be sent in an email to the address provided during the registration process. Winners will be sent the prize they have won together with the email giving the result of the game.

At the same time, the system will send an email to the "Customer Player" who provided the link. The email will contain the prize.

Limits to entry

- For each finalised purchase order, each user will be given one chance to enter the competition as a "Customer Player".
- After taking part, each "Customer Player" will be entitled to invite up to 10 friends, through a specific link.
- Each invited user can enter the competition once only for each invitation link received.—

7. Winner selection

INSTANT WIN

For the instant win game, the system will randomly select, from all the entries received, **1 winner a day for each day of the competition period. Each winner** will be awarded a prize consisting of **a voucher worth €100.00 to be spent in one go to purchase a hotel service or flight on the website www.lol.travel.**

If the system awards the daily prize to an "Invited Player", a voucher worth €100.00* to be spent in one go on the website www.lol.travel will also be awarded to the "Customer Player" who sent the invitation link.

If prizes are not awarded on one day, they will be offered again on subsequent days.

The files containing details of all the winners of the random instant wins will be sent to the local body responsible for the protection of public trust (Article 9 of Italian Presidential Decree 430 of 26 October 2001), by the date indicated in section 4.

****) If prizes are awarded to winners living or domiciled abroad, the vouchers (issued in euros) will be converted into any of the currencies available on www.lol.travel at the euro/selected currency exchange rate applied when the voucher is used***

SUPPLEMENTARY DRAWS

If any Instant Win prizes are not awarded, a supplementary draw will be made of as many names as there are unawarded prizes, from all players who are not winners.

N.B. If it considers it appropriate, the Promoter can ask winners for a copy of their identity card, or other valid document, and, if the details given when entering the competition do not match the document presented, the prize will not be awarded.

Winners may not dispute the prize awarded or ask for the corresponding value in cash or for an alternative prize, for any reason. However, if the Promoter is not able to send the prize that has been won, it reserves the right to replace

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the prizes announced with prizes of the same or higher value (Circular Letter of 28/3/2002 section 9.6). Winners may not claim any compensation for damage arising from accepting and/or using the prize.

8. Prizes

PRIZE	Quantity (MAXIMUM)	Unit value	Total
LOL TRAVEL discount vouchers	122	€100.00*	€12,200.00
TOTAL ASSUMED PRIZE FUND			€12,200.00

The total prize fund is assumed to amount to €12,200.00.

The prize values are understood to be the value of the list price for sale to the general public on the date these regulations are drawn up.

9. Nature of prize

The lol.travel voucher will be sent in digital form to the winner's email address.

Each voucher is valid for the purchase of a hotel service and/or flight on the website www.lol.travel. The voucher cannot be spent on services in the "car", "holidays" and "go live" sections.

No change will be given for the voucher and it cannot be converted into cash under any circumstances. The voucher is to be spent in one go: if the total cost of the service selected by the winner is less than the voucher value, the remaining sum cannot be spent in a second transaction and in no circumstances will change be given in cash.

Vouchers can be spent on reservations finalised by 30/09/2019 for trips departing by 30/09/2020.

The vouchers received by winners can be used following the specific instructions indicated and by going directly to the website www.lol.travel (they cannot be used when accessing the LOL site through affiliated sites).

The voucher can be used once only. If users use the voucher and then cancel the flight or hotel booked using the voucher, they will not be able to use the voucher again.

10. Notification and delivery of prizes

INSTANT WIN

Instant Win winners will be notified by a video message when they win and will receive notification of their win in an email sent to the address indicated during the registration process.

If they win the Instant Win game, winners will receive their prize immediately in the email containing the result of the game. The prize will be considered accepted from when the email has been delivered to the winner.

SUPPLEMENTARY DRAWS

Winners of any supplementary draws will be notified in an email sent to the address indicated during the registration process. Their prize will be delivered at the same time as the notification that they have won.

The Promoter does not assume any liability if any of the following conditions occurs:

- A winner's inbox is full;
- A winner's inbox has been disabled;
- The email address indicated by the Player does not exist, is wrong or is incomplete;
- There is no response from the host computer after the notification email has been sent;
- The email notifying the win/giving instructions on how to redeem the prize ends up in the wrong inbox.

Players are the only ones responsible for managing their email inboxes with particular reference to:

- Reading emails about the competition;
- Taking security measures preventing unauthorised persons from accessing their inbox.

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Prizes will be sent directly to the winner's email address within 180 days of the end of the event in accordance with Article 1 (3) of Italian Presidential Decree 430/2001 and with Regulation (EU) 679/2016 on General Data Protection ("GDPR").

11. Free entry

Entering the competition is free, except for any ordinary postal, telephone or Internet connection charges needed to participate.

12. Advertising the Competition and the Regulations

The Promoter will advertise the competition through a digital campaign, on the lol.travel website and through the portal winandgo.lol.travel.

The advertising message will comply with these regulations. The full regulations will be made available to players on the website winandgo.lol.travel.

13. Territorial scope

The competition will be valid throughout Italy and in the Republic of San Marino.

14. Guarantees and Formalities

The collection of the names of those entering the competition and the system for the automatic and random identification of winners use software for which a special declaration that it is working properly is made in lieu of a sworn affidavit.

The report on the prizes awarded and the closure of the event will be made in the presence of a notary public or the local body responsible for the protection of public trust (Article 9 of Italian Presidential Decree 430 of 26 October 2001).

To comply with the requirements of Article 7 of Italian Presidential Decree 430/2001, appropriate surety is given to guarantee the entire prize fund.

This competition is run in compliance with Italian Presidential Decree 430 of 26 October 2001 and in accordance with the instructions in the Ministry for Economic Development's Circular Letter no. 1/AMTC (Market Harmonisation and Consumer Protection Department) of 28 March.

Entering this competition requires players to accept totally and unconditionally the rules and clauses in these regulations without any restrictions, including the indicated value of the prizes.

In the event of clear attempts at fraud or false or inaccurate declarations, the Promoter reserves the right to eliminate the user immediately.

Users who, in the incontestable opinion of the Promoter or of third parties appointed by the Promoter, participate using means or instruments that can circumvent the randomness of the draws, or which are judged in any way suspicious, fraudulent, or in breach of the normal conduct of the initiative, will be excluded from the competition and will not be allowed to make use of any prize they win.

Therefore, the Promoter, or third parties appointed by the Promoter, reserves the right to take action against all players in the conditions judged most appropriate (which include, if considered necessary, asking for an identity document) and in accordance with current laws.

14.1 Server allocation

The competition database will be held on a server allocated in Italy and based in Italy.

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15. Electronic and telematic instruments

The Promoter accepts no responsibility for any problem relating to access, obstacles, malfunctions or difficulties regarding technical instruments, computers, telephone lines, cables, electronics, software and hardware, transmission and connection, Internet connection, accessibility to the online game and the mobile and fixed telephone network that could prevent users from taking part in the competition.

It also accepts no responsibility for problems caused by the configuration of users' computers/devices which could affect users' performance during the competition.

16. Right to recover

The Promoter does not intend to exercise its right to recover the withholding tax specified in Article 30 of Italian Presidential Decree 600 of 29/09/73 and undertakes to pay the corresponding tax.

17. Benefiting non-profit organisation

Prizes not claimed or awarded, other than those that are refused, will be assigned to the ASSOCIAZIONE RIMINESE ONCOEMATOLOGIA PEDIATRICA (AROP ONLUS) (Rimini Paediatric Oncohaematology Association), with registered office at Via Flaminia 205, 47924 Rimini, tax code 91057240409.

18. Minors

Minors may not take part. The Promoter reserves the right to make the necessary checks at any time.

19. Data protection

Information to provide pursuant to Article 13 of Regulation (EU) 679/2016 ("GDPR")

Personal data provided on players' own initiative will be processed, primarily by electronic means and using analytical and statistical tools, by Easy Market SpA, during all stages of the "Win & Go" prize competition. It will also be processed to comply with administrative and other mandatory regulations with legal force in Italy or under EU rules and will be retained for the time required by those regulations. The required data must be provided for the aforementioned purposes; if it is not provided, it will not be possible to manage the prize event in compliance with the law. Personal data will be made available to the local body responsible for consumer protection and protection of public trust as required for the purpose of the competition.

Subject to explicit consent, details of the winners will be published on media such as the Internet and on information and promotional material, in digital and paper form.

Subject to explicit consent, data will also be processed by the Data Controller for contact for promotional and marketing purposes by sending information and promotional materials pertaining to the activities carried out by the Data Controller (newsletters, offers, etc.) similar to services already rendered in the past, and for market research, including in anonymous form (surveys and customer satisfaction analysis, etc.):

- The legal basis for this data processing is the pursuit of the legitimate interests of the Data Controller, where the Data Subject is party to a contract;
- Data processed for this purpose shall be retained until the Data Subject wishes to unsubscribe from the promotional communication/newsletters service.

The Data Processor is: Promosfera Srl, Via G. Giusti 65/A, 21019 Somma Lombardo VA.

The persons authorised to process data are sales and marketing, call centre, IT and data security staff.

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Pursuant to Articles 15-21 of GDPR, by writing to the Data Controller at the aforementioned postal address or by email to legal@easymarket.travel, Data Subjects can exercise their rights to consult, amend, delete and be forgotten, to restrict the processing of their data or to object to its processing for legitimate reasons or information and promotional purposes. If consent is revoked, which can be done at any time, this will not harm the legality of processing based on the consent previously given or on alternative mechanisms to consent permitted by law. Note also that Data Subjects have the right to submit complaints to the data protection authority to assert their rights. By writing to the aforementioned postal address or by sending an email to legal@easymarket.travel they can ask for the full, up-to-date list of Data Processors.

Finally, they have the right to request data portability, meaning the right to receive their data in a structured, commonly used, machine-readable form and to send it directly to another autonomous data controller so that it can be processed within the limits established by the Data Subject.

Somma Lombardo, 9 April 2019

**Authorised Party
Promosfera Srl**