



This document is the translation of the Prize Competition Terms and Conditions originally drawn up in the Italian language.

The Prize Competition Terms and Conditions in the Italian language will be officially notified, in compliance with the Italian Law, to the Ministry of the Economic Development and will be available, on Sky website, for all participants.

In case of discrepancies between the Italian text version of the Terms and Condition and the translation in the English language, the Italian version shall prevail. References to Italian laws or commercial names have not been translated.

RULES OF THE PRIZE COMPETITION

"WIN THE LANGHE"

SPONSOR

E-MV Agusta S.r.l. with registered office in Varese, Via Vittorio Veneto n. 11, registered with the Register of Companies of Varese under number REA VA-337382, tax code and VAT number 03271450128 (hereinafter "MV Agusta" or "Promoter").

DELEGATED COMPANY

Digital Contest S.r.l. with registered office in Turin, Via A.V. Papacino n. 2 Tax code, VAT number, and Company Registry number: 11149960012 - REA TO-1191488 (hereinafter referred to as "Promoter").

NATURE OF THE PRIZE COMPETITION

Prize competition (hereinafter referred to as the "Competition") with prizes to be won by final draw.

PROMOTIONAL PERIOD

The Competition will run from 01/05/2022 to 31/08/2022 (the "Promotional Period"). The final draw for the awarding of prizes will take place on 05/09/2022.

PURPOSE OF THE COMPETITION, ELIGIBLE ADDRESSES, GEOGRAPHICAL AREA, ADVERTISING, AND APPLICABLE REGULATIONS

The competition aims to:

- increase the brand awareness of the Promoter;
- increase the sale of 'MV Agusta' bicycles produced and marketed by the Promoter;
- build customer loyalty.

The Competition is open to all adults aged 18 years and over who are resident or domiciled in Italy, including those aged 18 years and



over who are resident or domiciled in a European Union country (excluding residents/domiciled in the UK or Switzerland) who, during the Promotion Period:

1. purchase any "MV Agusta" bicycle through the MV Agusta store or e-commerce;
2. following their purchase, register on the participation page dedicated to the Competition available directly on the Promoter's website and through the various means of communication of the initiative (hereinafter "Participation Page")
3. upload the purchase invoice using the dedicated function on the Participation Page.

All subjects possessing all the above-mentioned requirements are hereinafter defined as "MV Agusta Customers" or "MV Agusta Customer" if singular.

In any case, all those who, despite falling under the description of MV Agusta Customers, have a relationship of collaboration and/or dependence with the Promoter or the Delegated Company shall be excluded from participating in the Competition.

It should be noted that the Competition, with the procedures detailed below, will therefore take place exclusively via the Internet, and the Participation Page. The acquisition of the participation titles will be stored in a data center located within the Italian national territory.

This being said, given that the Competition will take place entirely in Italy, where the collection of entries from MV Agusta customers will take place, as well as all the procedures for awarding the promised prizes (in the final draw), the applicable law is exclusively Italian law.

The Competition will be advertised from 01/05/2022, in accordance with the provisions of these regulations, on the Internet, via the Promoter's website, and through the use of social networks.

MV Agusta reserves the right to adopt further forms of advertising, in compliance with the provisions of Presidential Decree 430/2001 on prize-winning events.

The full rules can be found at www.emvagusta.com.

PRIZES

A total of 3 prizes will be awarded through the Competition, which will be assigned by final draw at the end of the Promotional Period among all those eligible.

The first three drawn will win a prize consisting of a three-day stay in the Langhe (Piedmont). The stay will have the following features:

- A. will be available to 2 people (winner and accompanying person) exclusively from 30 September 2022 to 2 October 2022;
- B. includes 2 nights in a hotel with breakfast, lunch, and dinner on Friday and Saturday. On Sunday, only breakfast and lunch will be



included;

C. will include food and wine activities, wine cellar tours, and cycling tours.

Below is the "Prize" or the "Prizes" if plural.

Prize value (1.000€ VAT not exposed)

The valuation of the Award is to be considered entirely presumptive, precautionary, and estimated on the base of current tariffs.

Each Prize is understood to be as described above and, therefore, any services other than those set out in points A), B) and C) above are not part of the promised Prize (by way of example but not limited to: transfers from the user's home to/from the place of stay, meals, extras, etc. are the responsibility of the users of the Prize).

It is also specified that the eligibility of the Award will depend on the current health emergency (Covid- 19), winners will be informed in advance with regards to the eligibility.

In addition, concerning the use of the Prize, it should be noted that:

- it will only be available on the dates indicated
- it will not be convertible into cash, nor will it be transferable and/or refundable;
- at least one of the two users must be over 18 years old. If there are minors, they must be accompanied by a parent or legal guardian;
- users must share the same room in the hotel;
- the hotel stay will be based on two people sharing a room. The hotel may require a credit card pre-authorization or cash deposit to cover any incidentals;
- except for the accompanying person chosen by the winner, it will not be possible to bring other family members.

TOTAL VALUE OF THE PRIZES TO BE WON

The competition will offer 3 prizes for a total amount of €3,000 (excluding VAT).

PROCEDURE OF PARTICIPATION, AWARING PRIZES, AND MAKING THEM AVAILABLE

To participate in the Competition, the MV Agusta Customers must purchase an MV Agusta bicycle during the Promotion Period and then register on the Participation Page.

To register for the Participation Page, the following information will be required (hereinafter, the "Data"):

- Name



- Surname
- City/Country of residence
- E-mail address
- Mobile phone number (which will be used exclusively for service communications in case of win).

To take part in the Competition after registration, user will also be required to upload their purchase invoice using the function available on the Participation Page.

Each MV Agusta Customer shall also be required to confirm that he/she has read this regulation and the relative privacy policy provided at the end of this regulation.

Concerning the above, MV Agusta customers are informed that:

- A. Data must be provided truthfully;
- B. For the final draw MV Agusta Customer will get one participation per each purchase made, provided that the purchase must be made through the Promoter's store or e-commerce and that users must upload the invoice on the Participation Page;
- C. The data provided will be processed exclusively to participate in the Competition and provide the Prize, in the event of a win, as more fully described in the privacy policy made available to interested parties;
- D. by registering, the user acknowledges that any indication of Data (including mobile phone number and/or e-mail address) of any third party other than him/herself, even if not traceable to an existing subject, will result in the loss of any right arising from participation in the Competition; In addition, if the Data provided (including mobile telephone number or e-mail address) can be traced back to an existing identifiable person other than oneself, the person concerned, upon providing such Data, grants the Promoter the widest possible indemnity against any dispute, claim or request for compensation that may be made by such third party.

At the end of the Promotional Period, all registrations on the Participation Page that have been completed following verification of the validity of the purchase invoice uploaded by MV Agusta Customers shall constitute the list of those entitled to the final draw.

From the aforementioned list, on 05/09/2022, in the presence of an official responsible for consumer protection and public faith at the Chamber of Commerce of Turin, the final draw will be carried out using software with a random winning mechanism (based on the execution of the Microsoft® Excel® "rand" method) and subject to a suitable declaration attesting to the respect of public faith by the aforementioned computer system.



From the list of participations acquired, 3 winners will be drawn followed by 30 reserves.

Following the final draw, the winners will be contacted and if they respond, an e-mail will be sent to them confirming their winnings.

Given the above, it is hereby clarified that MV Agusta shall have no liability in relation to the sending of winning notices not received by the winner if:

- the mailbox is not enabled to receive new messages;
- the e-mail address provided is incorrect, non-existent, or unreachable for reasons attributable to the provider of the e-mail service used by the recipient of the message;
- the communication is erroneously considered as spam due to incorrect configuration of the e-mail system by the winner or the provider of such service;
- the mobile phone number does not exist, is not reachable, or is not answered repeatedly.

Within 48 hours from the date of the winning notification, winners will be asked to respond by providing all the data necessary to claim the Prize, as well as to send a copy (digital image or scan) of their identity document to validate their win.

In the case of:

failure to reply within the above time limits, the respective Prize shall be deemed not to have been claimed;

If the data provided by the winner does not correspond to those previously entered during registration, the right to the Prize will be lost.

Therefore, in both cases 1. and 2. above, the first reserve in order of draw will be contacted, and so on.

If the win is validated (i.e. timely response to the winning notification and correct correspondence between the winners' details and those entered during registration on the Participation Page), the winners will receive all the information necessary to enjoy the Prize, which will be made available by 30 September 2022.

WAIVER TO CLAIMS

The Promoter waives its right to withhold taxes in favor of the winners of the Contest, under Article 30 of Presidential Decree no. 600/1973.

FINAL NOTES

- Prize not claimed or awarded will be donated to charity to COMITATO MARIA LETIZIA VERGA ONLUS, Via Pergolesi 33, 20900



Monza MB; tax code: 97015930155.

- An insurance surety has been issued in favor of the Ministry for the Economic Development to guarantee the total value of the prizes to be won.
- All users of the Prize must be in order and comply with the health protocols required in Italy and by the hotel. In the event that these protocols are not respected, given the current health emergency, the Prize will not be available and the Promoter shall be held completely harmless from any kind of responsibility.
- Given the current health emergency (Covid - 19), the availability of the Award cannot be guaranteed and will depend exclusively on governmental provisions. In the event that such regulations prevent the Award from being used, MV Agusta shall not be held liable for any reason whatsoever as the non-use of the Award is due to force majeure such as the protection of public safety.
- The Promoter shall not be liable for defects or malfunctions in the hardware, software, or connectivity equipment of MV Agusta Customers that prevent connection to the Internet due to force majeure and therefore not dependent on MV Agusta.



PRIVACY

This information refers exclusively to the processing of personal data, within the scope of the Competition, by MV Agusta.

That being said, under Article 13 of EU Regulation 2016/679 of 27 April 2016 on the protection of individuals with regard to the processing of personal data ("EU Regulation"), E-MV Agusta S.r.l. - Via Vittorio Veneto 11 - 21100 Varese - emobility@emvagusta.com in its capacity as a data controller (hereinafter "Data Controller"), hereby informs MV Agusta Customers participating in the Competition that their data shall be processed to:

- verify eligibility for participation
- drawing up the list of entries for the final draw
- for winners only, acquire data useful for the provision of the Prize
- responding to any requests for clarification or complaints or exercising the right of defense in court, always in relation to the Competition.

The provision of personal data is necessary for participation in the competition; failure to provide such data will make it impossible to participate in the competition. Participants agree that, in the event of a win, their name, surname, e-mail address, mobile phone, and city/country of residence may be made public with prior authorization.

The provision of personal data is optional, and conditional on the granting of explicit consent, for the sending of commercial and promotional communications. Any refusal will make it impossible for the Data Controller to send newsletters and advertising material or invitations to events and initiatives.

Participants' data will be processed by the Data Controller or by third party companies for the sole purposes connected with or instrumental to the prize competition and within the limits of what is necessary to allow it to run smoothly (such as, by way of example but not limited to, the management of participants' data, the delivery of prizes, the drawing of winners, etc.).

In all cases, the processing will be carried out using instruments and procedures that guarantee security and confidentiality in accordance with the GDPR and may be carried out both on paper and by computer.

MV Agusta Customers are entitled, at any time and in the cases provided for:



- to access their data (i.e. the right to request a copy of their data held by MV Agusta);
- to rectify their data (i.e. the right to correct and update their personal information at any time);
- to request deletion of your data (i.e. the right to request deletion if the data are no longer necessary for the purposes for which they were collected/processed, if the data subject has revoked consent and there is no other legal basis for processing, if the data subject objects to the processing, etc.); if you believe that MV Agusta is storing your data for a period longer than necessary, please note that, once the Competition has ended, the data must still be stored for 5 years, for administrative purposes only. If you believe that MV Agusta is storing your data for a period of time longer than necessary, please note that, once the Competition is over, your data will still have to be stored for 5 years, for administrative and civil law purposes only and, even after this period, if you are still a customer of MV Agusta, your data will still have to be processed to provide the services you have subscribed to);
- to request the restriction of processing (i.e. you always have the right to revoke the consents voluntarily given when entering into the contract with MV Agusta or during any other activity other than this Competition);
- to request data portability (i.e. the right to receive, in a structured, commonly used, and machine-readable format, the personal data already provided to MV Agusta to transmit them to another data controller, without hindrance from MV Agusta).

To exercise these rights you can write to MV Agusta:

- if by ordinary mail, to the address: E-MV Agusta S.r.l. - Via Vittorio Veneto 11 - 21100 Varese - Italy.
- if by e-mail, to the e-mail address: emobility@emvagusta.com

The data subject also has the right to complain with the supervisory authority by contacting the Garante in the manner indicated in this link:

<http://www.garanteprivacy.it/web/guest/home/footer/contatti>

E-MV Agusta S.r.l.