

CONTEST – WIN YOUR INVITATION FOR THE SHOWROOM

Rules of the competition

Article 1: Organisation

The Competition is organised by LVMH PRIZE, the philanthropy project of the LVMH Group, registered address: 22 avenue Montaigne, 75008 Paris, France, registered in Paris, France under no. 775 670 417, SIRET no. 775 670 417 00051; hereinafter the “**Organiser**”.

Participation in the Competition implies full acceptance of these rules.

Article 2: The Participants

This Competition is open to any adults who reside in France or any other country (the “**Participants**”), bearing in mind that LVMH shall not bear their travel costs.

The members of staff of the Organiser and any persons who shall have directly or indirectly participated in the design, the production or the management of the Competition, as well as their spouses, the members of their families (relatives in direct line of descent or ancestry or other relatives, whether or not they live in their household), shall be excluded from the Competition.

The Organiser shall be entitled to conduct any checks that it shall deem to be useful concerning compliance with the terms and conditions governing any Participant’s participation in the Competition, as set out above. Any person who does not meet these conditions, or who refuses to show that they meet these conditions, shall be excluded from the Competition, and in case of a win, shall be barred from benefiting from their Prize.

Article 3: Period of participation

The Competition shall begin at 3pm on 21 February 2018 and all the Participants’ Entries must be received by 23:59 on 26 February 2018, in accordance with the terms of these rules (the “**Deadline**”).

Article 4: How to take part in the Competition

In order to take part in the competition, Participants must:

- (i) Follow the @lvmhprize Instagram account with their Instagram account;
- (ii) Post the video of the Competition, or a still screenshot from the video of the Competition, in their Instagram account;
- (iii) Tag @lvmhprize in their Instagram publication,

(the “**Entries**”).

The Organiser shall be entitled to disqualify any Participant who does not submit an Entry within the abovementioned timescales.

Article 4: Prizes

The prizes shall consist of five (5) invitations for two persons to visit the LVMH PRIZE showroom on 1 March 2018, at 22 avenue Montaigne, 75008 Paris, France, the headquarters of LVMH, as well as an invitation to a cocktail party to be held between 6:30pm and 10pm (the “Prize”). The Prize is provided by LVMH PRIZE and does not comprise any travel costs to the showroom, which must be borne by each winner.

Article 5: Selection of the winners

LVMH PRIZE shall draw 5 (five) winners at random among all the Entries received prior to the deadline (the “Winners”).

The prize draw shall be performed by the Organiser and shall take place the day after the end of the Competition, i.e. on 27 February 2018.

Article 6: Announcement of the winners

The Organiser shall inform the 5 (five) Winners that they have won one of the Prizes by sending them an inbox on their Instagram account by 6pm on 27 February (Paris time). The Winners must then disclose their family name, first name and e-mail address by responding to the inbox before 10am on 28 February (Paris time).

Any Winners who do not respond before that time and date shall not receive their Prize.

Article 7: Handover of the Prize

The Winners undertake to accept the Prize as is, without any possibility of exchanging it for cash or other goods or services, nor any possibility to transfer the Prize to a third party. Similarly, the Prize may not give rise to any claims for compensation. The Winners shall be informed about any changes.

Article 8: Use of the Participants’ personal data

The personal data of the Participants shall be recorded and used by the Organiser to the extent that is required to run the Competition, such as the selection of the Winners and the sending out of the invitations.

The personal data of the Participants shall be kept for the time that is needed for the organisation of the Competition and the sending of the invitations and shall be deleted within two (2) months following the end of the Competition.

Article 9: Rules of the Competition

The rules shall be sent free of charge to any person who requests this from the Organiser.

The Organiser shall be entitled to extend, to curtail, to modify or to cancel the Competition at any point in time, such as in the event of circumstances of force majeure, without having to compensate the Participants.

Article 10: Liability

The Organiser shall not bear any liability in the event of circumstances of force majeure or acts of God that are beyond its control.

The Organiser shall not be liable and no claim may be brought against it in the event of force majeure (strikes, severe bad weather, etc.) as a result of which the Participants are fully or partly deprived of the possibility to take part in the Competition and/or the Winners are deprived of their Prizes.

The Organiser and its service providers and partners may not be held liable for any incidents that may occur during the use of the Prize by the beneficiaries.

Similarly, the Organiser and its service providers and partners hereby disclaim liability for the loss or theft of the Prizes from the beneficiaries once the Winners shall have taken possession thereof.

Any additional cost required to take possession of the Prize shall be borne in full by the Winners, without any right to claim compensation from the Organiser, nor from its service providers and partners.

Although the Competition is due to take place on Instagram, the Competition is not sponsored, endorsed, administered by or associated in any way with Instagram LLC, and the Participants hereby acknowledge and agree that Instagram shall not be liable for the Competition in any way. The personal data of the Participants shall be provided to LVMH PRIZE as opposed to Instagram.