

PRIZE CONTEST RULES

“Visit Lamiera and Win a Maranello Day”

The prize contest “*Visit Lamiera and Win a Maranello Day*” (hereinafter referred to as the “**Contest**” or “**Initiative**”) will be held, in accordance with the terms set forth in these rules, drawn up pursuant to Article 11 of Presidential Decree no. 430 of 26 October 2001 (hereinafter referred to as the “**Rules**”), within the context of the exhibition LAMIERA - Machines, Plants, Sheet-Metal Processing Equipment - Tubes - Profiles - Wires and Structural Metalwork – Moulds and Dies - Welding - Heat Treatments - Surface Treatment and Finishing - Subcontracting, which will take place in the Fieramilano Exhibition Centre in Rho (Milan) from 6 to 9 May 2025, (hereinafter referred to as the “**Exhibition**” or “**Lamiera**”).

1. PROMOTER.

The Contest is promoted by CEU Centro Esposizioni Ucimu S.p.A., with registered office in Cinisello Balsamo (Milan), Viale Fulvio Testi,128 (Tax Code and Milan, Monza-Brianza, Lodi Company Registry No. 01765630155), which is the organiser of the Exhibition and whose company object is, among other things, *“the dissemination in Italy and abroad of the know-how and use of metalworking machine tools produced by manufacturing companies in the sector. For the achievement of its object, the Promoter (hereinafter referred to as “CEU” or the “Promoter”) also “organises trade fairs in Italy and abroad, as well as foreign participations and trade fairs, all of which relate to or are of interest to the machine tool sector”.*

2. PURPOSES OF THE CONTEST.

The Initiative is aimed at visitors to the Exhibition (hereinafter referred to as “**Visitors**”). Its purpose is to promote the services offered by the Exhibition.

3. AREA OF THE CONTEST.

The area of the Contest is the territory of the Italian Republic (hereinafter referred to as the “**Area**”).

4. DURATION AND OBJECT OF THE CONTEST.

1. The Initiative will take place from 12 March to 31 May 2025 (hereinafter referred to as the “**Exhibition Period**”).
2. The Contest provides for the awarding of prizes to Visitors based on what has been laid down below, in Article 7, paragraph 1 of the Rules.

5. RECIPIENTS OF THE CONTEST AND HOW THE INITIATIVE IS CARRIED OUT.

Participants in the Initiative are Visitors who are natural persons of legal age according to Italian law, even if not resident or domiciled in the Area, who will visit the Exhibition after having pre-registered as “online visitors” on the *website* www.lamiera.com starting from March 2025.

6. NATURE AND INDICATIVE VALUE OF THE PRIZES TO BE AWARDED – SECURITY DEPOSIT PURSUANT TO ARTICLE 7, PARAGRAPH 1, OF PRESIDENTIAL DECREE NO. 430 OF 26 OCTOBER 2001.

1. The Contest provides that a total of 12 vouchers (hereinafter referred to as the “**Prizes**”) are awarded to Visitors, selected in accordance with Article 7 paragraph 1 below (hereinafter referred to as the “**Winners**”). The Winners will take part in the event on 7 June 2025, organised by the company Rossomodena S.r.l., with registered office in Anzola Emilia, Via dei Carpini 1/b. Each Prize entitles the Winner to benefit from:
 - Guided tour of the Ferrari Museum in Maranello;

- 30-minute road *test drive* in sports cars with professional instructor;
 - Typical Emilian lunch;
 - Delivery of driving certificate.
2. The *test drive* will be possible only for drivers having a B-driving licence for at least three years.
 3. Travel expenses to reach the venue of the “Maranello Day” will be at the Winners’ expense.
 4. The total value of the Prizes is approximately € 4,800, VAT excluded (hereinafter referred to as the “**Overall Value**”).
 5. The actual awarding of the Prizes is guaranteed by a bank guarantee on stamped paper for an amount equal to the Overall Value issued by ATRADIUS CREDITO Y CAUCION SA DE SEGUROS Y REASEGUROS on 26.02.2025 and signed with signature authenticated by the Notary, Dr. Enrico Girola, on 27.02.2025 – Repertory No. 245004410.
 6. The Prizes are transferable to third parties, exclusively with the prior authorisation of CEU to be requested no later than 31 May 2025.
 7. The Winners shall not claim, with or without the addition of money, prizes other than the Prizes, even if they are of lower value.

7. AWARDING OF PRIZES TO THE WINNERS.

1. On each day of the exhibition, Prizes will be awarded to 3 Visitors, selected and identified based on the entry data recorded by the computerised turnstile software system in use at Fiera Milano, as follows:
 - i. No. 1 voucher as per Article 6.1 above to the hundredth Visitor;
 - ii. No. 1 voucher as per Article 6.1 above to the thousandth Visitor;
 - iii. No. 1 voucher as per Article 6.1 above to the two-thousandth Visitor.
2. A notary or an official of the Chamber of Commerce, Industry, Crafts and Agriculture of Milan, Monza-Brianza and Lodi will award the Prizes on the basis of the rules specified in paragraph 1 above and will take care of all the fulfilments set forth in Article 9 of Presidential Decree no. 430 of 26 October 2001.
3. CEU will notify the Winners of the winning of the Prizes through the contact details indicated in the online pre-registration form of the Exhibition (hereinafter “**Notice**”) by May 31, 2025.
4. CEU will not be liable for any failure to notify the Winners of Prizes due to incorrect indication of contact details or personal information.
5. In the event of a forfeiture of any of the prizes as in the provisions set out in paragraph 6 below, Article 8 below shall apply.
6. No later than 5 days after receipt of the Prize Notice, under penalty of forfeiture of the Prize, each of the Winners shall send CEU a “front and back” copy of a valid identity document (hereinafter “**Identity Document**”) and, within a period of 5 days from the date of the Notice, the Winners shall indicate the address for the delivery of the Prize to be awarded.

8. TRANSFER OF UNCLAIMED OR UNALLOCATED PRIZES

Unclaimed or unallocated Prizes, also in compliance with Article 7 paragraph 6 above will be donated to the non-profit Association LIEVITO NELLA FARINA Onlus, with registered office in Via Dei Martiri 3 – 20017 Rho (Milan), Tax Code 93537760154.

9. ADVERTISING OF THE CONTEST AND THE RULES.

These rules can be consulted on the website www.lamiera.net and a copy can always be requested, free of charge, from the Promoter.

10. PRIVACY POLICY PURSUANT TO ARTICLE 13 OF EC REGULATION NO 679, EUROPEAN PARLIAMENT, OF 27 APRIL 2016.

Personal data collected from Visitors will be processed by the Promoter, as data controller, for purposes related to carrying out, managing and organising the Contest, for awarding and validating prizes and fulfilling obligations under laws, regulations and rules, including EU legislation.

No personal data belonging to special categories will be processed within the Initiative.

Personal data are processed by manual, computerised and electronic means and in such a way as to guarantee their security and confidentiality, by adopting prevention and protection systems that are constantly updated and verified in terms of reliability.

Personal data will be kept for the period of time that is necessary to achieve the purposes for which they are collected and processed.

Where necessary, for the above-mentioned purposes, personal data may be disclosed to third parties who collaborate with the Promoter for the organisation and management of the Contest and, in particular, to the notary or to the official of the Chamber of Commerce, Industry, Crafts and Agriculture of Piacenza, in charge of the fulfilments set forth in Article 7 paragraph 2 above and in Article 9 of Presidential Decree no. 430 of 26 October 2001.

Each data subject may exercise, at any time, the rights provided for in Articles 15-21 of EC Regulation No. 679, European Parliament, of 27 April 2016 and thus also request access to, rectification or deletion of personal data or limitations to one's own personal data processing or to object to their processing. Data subjects may also exercise the right to data portability and the right to lodge a complaint with the supervisory authority. Please refer to [the privacy statement provided by CEU Centro Esposizioni UCIMU Spa](#) as data controller.

11. FINAL PROVISIONS.

1. The participation in the Contest is free of charge and implies the acceptance of all the clauses in these Rules and the consent of the data subject to the processing of his/her personal data by the Promoter, as per privacy statement provided pursuant to Article 10 above.
2. The Contest will be held in compliance with the regulations set forth in Presidential Decree No. 430, 26 October 2001 and in accordance with the provisions of Circular No. 1/AMTC dated 28 March 2002 of the Ministry of Productive Activities - Directorate General for Market Harmonisation and Consumer Protection, to which to refer for anything not expressly provided for in these Rules.
3. The Promoter shall not be held liable for any events beyond the Promoter's control, which may prevent the course of the Contest.
4. Any amendments to these Rules, including those regarding the Exhibition Period, shall be notified to the Ministry of Enterprises and Made in Italy, pursuant to Article 10, paragraph 2 of Presidential Decree No. 430 of 26 October 2001.

5. For information or clarifications concerning the Initiative, interested parties may contact CEU by telephone on 02.26255.230 or by e-mail at exhibitions@ucimu.it.

Cinisello Balsamo, 03.03.2025

The Promoter

CEU Centro Esposizioni Ucimu S.p.A.