

PRIZE COMPETITION RULES "LET'S MOVE FOR A BETTER WORLD"

TP 437/15

Promoter: Technogym S.p.A., with registered office at Via G. Perticari, 20 – 47035 Gambettola (FC) and operating office at Via Calcinaro, 2861 – Cesena (FC), VAT no. 06250230965

Duration: From 01/05/2015 to 31/10/2015 (a total of 6 months' participation = 184 days)

Territorial scope: Milan, area in which the EXPO 2015 event is held

Addressees: Visitors to the EXPO 2015 event during the period 01/05/2015 – 31/10/2015

Introduction: At the Expo 2015, the Promoter will be in Milan with its stands dedicated to the technology and movement for the promotion of a healthy lifestyle. On the occasion of this important event, Technogym will be publicising an application which can collect the movements of an individual – technically referred to as "MOVES" – which the user will make during the exhibition. The position of the application user will be collected by means of an A-GPS system or by entering the radius of action of e-beacons (special sensors) present in certain workstations set up by Expo 2015 and/or its partners sponsoring this initiative. The application (or "TG app") is available for download for free on smartphone devices running Android 4.4 or higher, or on devices running iOS 8.0 or higher, except for iPads (not supported). For iPhone 5 and earlier models, the application must be configured to be always in the background with GPS access. Data charges may be applicable please check with your provider

Method of operation: For the purposes of the competition, the user must download the TG app and create a mywellness account (or upgrade their mywellness account if already registered) by entering (or updating, as necessary) their profile data (name, surname, e-mail address, etc.) and allow the collection of MOVES (the MOVE being the unit of measurement of movement used by Technogym and collected by the TG app in question).

After downloading the TG app on iOS models, the user must activate GPS and confirm the request to enable Healthkit. The application will be activated automatically when the user enters the spaces dedicated to the Expo 2015 event by identifying the position of the smartphone device.

Activation of the TG APP will be notified to the user by the sending of a virtual Expo Card dedicated to "Let's Move for a Better World" that will prompt the user to confirm their participation in the competition.

The MOVES collected during the visit to Expo 2015 will be shown on the homepage of the TG APP as a subset of the total MOVES collected by the user outside the EXPO environment and also through other MOVE collection tools provided by Technogym using other applications or devices. For the purposes of this competition, only MOVES collected within the Expo 2015 environment will be deemed valid.

The use of the TG app for the purposes of the competition and necessary for the accumulation of valid MOVES within it will be available on a tamper-proof and certified computer system with a server located in Italy, in relation to which an expert report will be available from the promoting company and the delegated company.

The collection of MOVEs will be made as follows: (a) by using the **standard mode** which operates when the TG app is active – in this case, the MOVEs collected will be those measured by the TG app in relation to the movements made by the user within the Expo 2015 environment; (b) by using **Technogym® cardio machines** physically present on the Expo 2015 site, providing they have a user interface which can collect MOVEs – in this case, the MOVEs are recorded by the Technogym® machine system and communicated to the smartphone device.

The collection of valid MOVEs for the competition takes place on a daily basis between 10 am (GMT + 1) and 9.30 pm (GMT + 1) of each day on which the Expo 2015 event is open, which is scheduled to be 01.05.2015 to 31.10.2015. The MOVEs collected for the competition on a given day may not be added in any way to those made on other days.

The winner of the **daily challenge** will be the user who has collected the largest number of MOVEs on the day in question. Valid MOVEs will be those received by the devices and recorded in the Technogym servers before 9.30 pm (GMT + 1) on the day of the competition.

The winner of the **monthly challenge** will be the user who has accumulated the greatest overall number of MOVEs on any day in the month covered by the monthly challenge. There are six monthly challenges, corresponding to the months of: May, June, July, August, September and October 2015.

Nature of the competition prizes: Technogym is offering the following prizes:

- **DAILY CHALLENGE:** The user who has accumulated the highest number of MOVEs on the day in question will win:

A **Wellness Ball** worth €72.00 + VAT

There are 184 daily prizes (one for each day of the competition).

- **MONTHLY CHALLENGE:** The user who has achieved the highest overall number of MOVEs on a given day in the month in question will win:

A Technogym MyRun™ treadmill worth €2,295.00 + VAT

There are 6 monthly prizes (one for each month of the competition).

In the event of a tie, to choose the winner for the day or month in question, there will be a random manual draw in the presence of a Chamber of Commerce official or a Notary.

Each registered user can win only one prize in each category during the whole of the competition. In the event of a win (daily or monthly) by a user who is already entitled to a prize in either category, consideration will be given to the user with the second highest number of MOVEs achieved on the day or in the month in question.

TOTAL VALUE OF PRIZES: Total value of daily prizes (€13,248.00 + VAT) + total value of monthly prizes (€13,770.00 + VAT) = €27,018.00 + VAT

GENERAL CLAUSES:

The server storing all the data relating to the competition is located in Italy.

The competition will take place under the control of an official of the competent Chamber of Commerce or a Notary.

Winners will be announced on a monthly basis.

The competition will be advertised at the Technogym stations inside the Expo 2015 exhibition area, on the site www.technogym.com, on the site www.expo2015.org and on the stands of the sponsors of the competition. A copy of these Rules is also available within the TG app.

A copy of the Rules will also be available for consultation at the Technogym store located at the entrance to Expo 2015, on the site www.technogym.com and on request by sending an e-mail to: segreteria@tpsconcorsi.it. Prizes will be sent to the winners within 180 days after their win and without any charge to them.

The winner of the daily and/or monthly challenge will be informed of their win by an in-app message containing an invitation to fill in the order form for the prize on the e-commerce platform of Technogym using a code provided in the same in-app message, entitling the winner to free transfer of the product by and at the expense of Technogym.

Prizes must be claimed in the manner indicated above no later than 13th November 2015.

In the case of a winner who is a minor, acceptance of the prize and the releasing receipt must be signed by a parent or legal guardian, who must also send a copy of their identity document.

The prize is not transferable or refundable and cannot be exchanged for cash.

Any prizes not awarded or not required (other than those refused) will be donated to the following not-for-profit organisation: Ass. ORIZZONTI Onlus – Sobb. F. Comandini 106 – 47521 Cesena (FC) – Tel. 0547 25117 – info@orizzonti.org – Tax Code 90054690400.

Participation in the competition involves implicit acceptance of these Rules in their entirety and without reservation.

Each user may only win one prize in each category (daily and monthly). Checks may be made retrospectively, resulting in invalidation of the win.

In order to ensure that the event is run fairly and honestly, the Promoter reserves the right to disqualify a participant if it is found they have used unlawful systems or infringed the gaming laws, or made false or inaccurate statements intended to alter the correct result of the competition.

Dependent employees and independent contractors employed by the Promoter cannot participate in the competition.

The Promoter reserves the right to revoke the prize if the conditions and requirements of these Rules have not been observed.

The organising company waives its right to recover the withholding tax provided by Article 30 of Presidential Decree no. 600 of 29.09.73, in favour of the winners.

Participation in the competition is free and NOT dependent on the purchase of any product. Internet connection will be made in accordance with the tariff plan agreed with the participant's service provider, without any additional cost.

The Promoter accepts no responsibility for any problem regarding access, prevention, malfunction or difficulties concerning the technical equipment, the telephone line and connection, the Internet connection and the mobile and fixed telephone network used by the participant, which could prevent a user from participating in the competition.

Cesena (FC), 1st April 2015