

**OFFICIAL REGULATION OF
COCA-COLA CAMPAIGN
" Pre-Summer Coca-Cola Dnata Horeca 2019"**

SECTION 1. THE ORGANIZER AND OFFICIAL REGULATION OF THE CAMPAIGN

1.1. The advertising campaign "**Pre-Summer Coca-Cola Dnata Horeca 2019**" ("**Campaign**") is organized and carried out by **Coca-Cola HBC Romania S.R.L.** (hereinafter referred to as the "**Organizer**"), a trading company in Romania, having its registered office in Voluntari, 10 Soseaua Bucuresti Nord, Building O23, 1st floor, Ilfov County, 077190, registered with the Trade Registry under number J23/2300/2009, having Sole Registration Code RO 474152, with notification number 11404 in the Register of the National Authority for Personal Data Processing Supervision.

1.2. Campaign Participants are required to comply with the terms and conditions of this Official Campaign Regulation (the "**Official Rules**" or the "**Regulation**").

1.3. The Official Regulation is drafted and will be made public according to the applicable law in Romania, at <http://www.coca-cola.ro/en/regulaments/>, and the Regulation is available free of charge to any consumer:

(i) based on a free phone call to Infoline 0800.080.800, between 9:00 - 18:00, Monday to Friday, excluding legal holidays, for the entire duration of the Campaign,

(ii) or may be obtained by sending a written request by mail to the Organizer's attention at its registered office referred to in section 1.1. above for the entire duration of the Campaign.

1.4. The Organizer reserves the right to amend or change this Official Regulation, as such changes will only come into effect after public announcement of the changes through the same channels of communication through which the Official Regulation was previously made public, as well as by notifying competent authorities, as appropriate, if the changes made require such notification.

1.5. The Campaign Mechanism, Campaign Running Database and Winners' Management will be implemented, achieved and operated through the Organizer.

SECTION 2. CAMPAIGN DEVELOPMENT AREA

2.1 The campaign will take place in the following locations within the "Henri Coanda" International Airport Bucharest, located in Otopeni, 224E Calea Bucurestilor, Ilfov County, hereinafter referred to as "**Participating Locations**":

- Lavazza
- Illy1
- Illy2
- Peroni
- La sarmale
- Left bank1
- Left bank2
- Brioche doree1
- Brioche doree2
- Segafredo
- Take off
- Gloria Jean's 1
- Gloria Jean's 2
- Falafel
- City café
- Ted's 1
- Ted's 2
- Ted's 3

2.2 The Participating Locations are operated by S.C. ALPHA ROCAS S.R.L., a Romanian legal person, with registered office in Otopeni, 224R Calea Bucurestilor, Ilfov County, having sole registration code RO4339914, registered with the Trade Register under no. J23 / 1077/2001, having the personal data controller number 20871.

SECTION 3. DURATION OF CAMPAIGN

3.1. The campaign will take place between 18.06.2018, from 07:00 until 18.07.2018 inclusively, until 00:00 (hereinafter referred to as "**Campaign Period**").

3.2. The campaign will be conducted in accordance with the provisions of this Official Regulation.

3.3. The Organizer reserves the right to change the Campaign Period during its running, but not before announcing this publicly.

SECTION 4. PROMOTIONAL PRODUCTS (PARTICIPATING ASSORTMENTS AND PACKAGES)

4.1. The products participating in this Campaign are:

- Coca-Cola Gust Original, packed in 250 ml RGB, 330 ml Can and 500 ml PET (including menu option).
- Coca – Cola Lamaie Verde Zero Zahar packed in 250 ml RGB, 330 ml Can and 500 ml PET (including menu option).

- Coca-Cola Zero Zahar, packed in 250 ml RGB, 330 ml Can and 500 ml PET (including menu option).

4.2. For the purpose of this Official Regulation, the participating products referred to above will be collectively referred to as "the **Participating Products**", and individually the "**Participating Product**".

4.3. The above-mentioned brands are trademarks of The Coca-Cola Company.

SECTION 5. PARTICIPATION RIGHT

5.1. The campaign is open to the participation of all major individuals, Romanian citizens and foreign citizens who are in transit at the Henri Coanda International Airport Bucharest, which purchase Participating Products during the Campaign Period from the Participating Locations and who accept the terms and conditions of this Official Regulation. All listed conditions must be met at the start of the Campaign.

5.2. The following people are not eligible to participate in this Campaign:

- a. agents (including but not limited to employees) of the Organizer;
- b. agents (including, but not limited to, employees) of Coca-Cola Romania SRL;
- c. agents (including, but not limited to, employees) of The Coca-Cola Company;
- d. agents (including, but not limited to, employees) of Participating Locations;
- e. agents (including, but not limited to, employees) of the Organizer's Leasing Service Providers, regardless of the Organizer's location where these agents allocated;
- f. agents (including but not limited to employees) of service providers of any kind of the Organizer who provide these services within their registered office, work units, warehouses and any other premises / locations in which the Organizer carries out its activity. This provision applies regardless of the type of activity the employees of these providers carry out, or the time they spend in the buildings / locations in which the Organizer is operating;
- g. the members of the families of agents mentioned in paragraphs a. - f above (meaning children, parents, spouse, brother / sister);
- h. People whose age is under 18 at the start of the Campaign. The Organizer reserves the right to take all measures to prevent people with the minimum accepted age under this Regulation from registering in the Campaign.

5.3. If persons who have influenced or have facilitated the winning of awards within the Campaign, in breach of the provisions of this Official Regulation, the Organizer has the right to claim the refund of the prizes won as such and to prosecute those persons, both through civil actions, and through criminal charges, in order to recover the damages caused. The Organizer reserves the right to cancel any participation in the Campaign that is made in breach of these Official Regulation.

5.4. Any attempted fraud is solved by removing the Participant concerned from the Campaign.

SECTION 6. PRIZES AND THEIR VALUE.

6.1 Within the Campaign, the following prizes can be won, within the available stock limit:

- **350 in-ear headphones with Coca-Cola branding**, with a unit value of 25.76 lei (VAT included).

The total value of the prizes in this category is 9,016.00 lei (VAT included).

Technical details:

o Round silicone support ear headphones / ABS. Cable length: 120 cm.

- o Dimensions: Ø6,5X1,5 CM
- o Volume: 0.1 cdm³
- o Gross Weight: 0.037 kg
- o Net Weight: 0.033 kg

- **100 round red speakers with Coca-Cola branding**, with a unit value of 56.01 lei (VAT included). The total amount of prizes in this category is 5,601.00 lei (VAT included).

Technical details:

- o 4.2 aluminum speaker with bluetooth, a 450mAh Li-Ion external battery and light at the base of the speaker. Output data: 3W, 4 Ohm and 5V. Includes Micro USB cable. Operating time approx. 3 hours.
- o Dimensions: Ø7X4,3 CM
- o Volume: 0.437 cdm³
- o Gross Weight: 0.167 kg
- o Net Weight: 0.139 kg

- **100 BOTUCATU speakers** with a unit value of 61.16 lei (VAT included). The total amount of prizes in this category is 6,116.00 lei (VAT included).

Technical details:

- o incl. 2-in-1 cable for electrical connection over USB and audio connection over stereo jack - additional audio cable for connection of smartphones and MP3 player.
- o Product dimensions without packaging: 125 x 90 x 65 mm
- o Product dimensions with packaging: 130 x 102 x 80 mm
- o Product Weight without packaging: 0.222 kg
- o Product weight with packaging: 0.285 kg

- **1,000 Coca-Cola branded sunglasses** with a unit value of 7.86 lei (VAT included). The total amount of prizes is 7,860.00 lei (VAT included).

6.2 The total value of the prizes offered in the present Campaigns is of 28,593.00 lei, VAT included and the applicable tax, as the case may be.

6.3 The prizes awarded cannot be replaced with other prizes nor can their money equivalent be granted; in the case of a winner's refusal to benefit from the prize won, as described in the Official Regulation, he/she will lose the prize award right.

6.4 The Campaign Participants are not subject to any additional costs, except for the normal Campaign spending (the cost of purchasing the Campaign Participating Products).

SECTION 7. CAMPAIGN MECHANISM.

7.1 To participate in the Campaign, consumers will have to buy at least one Participating Product: **Coca-Cola Original Taste, Coca-Cola Zero Zahar, or Coca-Cola Lime packed in 250 ml RGB, 330 ml Can and 500 ml PET (including menu option)** in any of the Participating Locations mentioned in Section 2.

- Exclusively along with the purchase of a Participating Product, the customer will receive the corresponding tax receipt and a scratch ticket from the Participating Location cash register, a scratch ticket giving him/her the chance to win one of the prizes awarded in this Campaign ("**The Scratch Ticket**").

- If the consumer purchases more than one Participating Product on the basis of the same tax receipt, it will receive a number of Scratch Tickets corresponding to the multiple purchased Participating Products. Participants will identify on the Scratch Ticket one of the messages:

i. "You won"

ii. "Blank"

- If the ticket is a winner, the message will also be accompanied by an image of the winning prize. A prize cannot be changed / replaced or for its value to be given in cash.

- When awarding the prizes, the winning scratch tickets will be retained by the employees of the Participating Location granting the prize.

- A scratch ticket does not guarantee a win.

SECTION 8. ERRORS, IMPROPER LABELS AND TAX RECEIPTS AND/OR SCRATCH TICKETS

8.1 The attempt to claim a prize based on a degraded, modified, duplicated, falsified, vitiated scratch ticket and / or tax receipt containing printing, typographical or other types of errors, including, without limitation, any other changes to their component parts due to their handling,

will be void, will not be able to participate in the Campaign and will not be considered by the Organizer.

8.2 The organizer does not take responsibility for:

- i. Tax receipts and / or scratch tickets damaged or inappropriate in terms of content;
- ii. Tax receipts and / or scratch tickets submitted to people other than those listed in this Official Regulation or out of Campaign data, scratch tickets that prove the winning of products in locations other than the one in which this Campaign is being held.

8.3 The Organizer will not be responsible for the loss of the tax receipts and / or scratch tickets, for their sale and will not be obliged to award the prizes in these situations.

SECTION 9. LIABILITY / LIMITATION OF LIABILITY

9.1 The Organizer assumes no liability and will not be party to the disputes concerning the ownership on the tax receipt, scratch tickets or the prizes offered. The existence of any dispute relating to the ownership on the tax receipts, scratch tickets or winning prizes will not affect the award of the prize by the Organizer to the participant who has complied with the provisions of this Official Regulation.

9.2 By participating in the Campaign, all participants agree and undertake to observe and comply with all requirements and conditions imposed by the Organizer by this Official Regulation, their non-observance resulting in the personal and exclusive responsibility of the participants.

9.3 The Organizer has no obligation to maintain correspondence with the applicants who own receipt/scratch tickets deemed invalid in accordance with this Official Regulation or with applicants after the actual award of the prizes. The Organizer's responsibility for awarding the prizes is limited in accordance with the provisions of this Official Regulation.

9.4 By participating in the Campaign, the participant declares on his / her own responsibility that he/she has taken note of and agrees with the following:

- i. The participant is solely responsible for any untrue statement;
- ii. The participant is aware of the normal conditions and legal conditions in relation to the use of the prize and can make use of it without posing a threat to his or her health and bodily integrity, and / or to that of others;
- iii. The participant declares that he /she does not suffer from physical or psychological disorders that make it impossible to use the prize.

9.5 The Organizer does not take responsibility for:

- i. Loss and / or damage to the scratch tickets and/or the tax receipt corresponding to the winning scratch ticket;
- ii. Any disputes relating to the ownership over scratch tickets or their content;
- iii. Print errors or other errors related to the scratch ticket or tax receipt;
- iv. Inexistence at the Point of Sale from the Participating Location of the Campaign Participating Products;
- v. Impossibility of a winner to acquire possession of the prize for reasons beyond the Organizer;
- vi. Cases where the winner does not comply with the validation conditions detailed in this Official Regulation.

9.6. The Organizer and / or companies involved in the Campaign:

- a. is not responsible for the quality of the prizes offered within this Campaign; the vesting of possession is made only on the territory of Romania and only in the Campaign Participating Locations;
- b. is not liable for the damage, loss or misappropriation of the prize after its takeover by the winner;
- c. is exempt by the winner, its consent being given by simply participating in this Campaign, of any liability for any damage suffered by the winner in connection with the prize, after the moment of its takeover, regardless of the nature of such damage, including without being limited to, bodily injury and / or injuries to health, such as injuries or damage to property;
- d. is not liable for any prejudice or damage caused by the winner to third parties in connection with the prize, irrespective of the nature of such damage;
- e. reserves the right to redistribute its prize or not to distribute it if the winner fails to appear for the award of the prize or if it refuses the prize.

SECTION 10. CAMPAIGN TERMINATION BEFORE THE TERM

10.1. This Campaign may terminate before the deadline only in case of the occurrence of an event constituting force majeure, including in the event of the Organizer being unable, for reasons beyond its control, to continue the Campaign. The termination of the Campaign before the deadline will be made public by publishing on <http://www.coca-cola.ro/ro/regulamente/>

10.2. In the event that the Campaign is stopped, the Organizer assumes no responsibility for the prize that should be awarded after the prize-giving conditions have been met after that date.

SECTION 11. TAXES AND DUTIES

11.1 The Agency will calculate and pay to the state budget the tax on the awarded prizes, according to Law no. 227/2015 regarding the Tax Code. Supporting documents (prize invoices, winners' statements, AWBs or prize delivery reports) and proof of payment of tax will be made available to the Organizer immediately after payment to the State Budget. Any other fees or expenses are the responsibility of the participants.

SECTION 12. LEGAL ASPECTS REGARDING THE PROTECTION OF PERSONAL DATA

12.1 Within the campaign, the Organizer will not collect and process personal data.

SECTION 13. DISPUTES

13.1 Any disputes arising between the Organizer and the participants in this Campaign will be solved amicably or, if this is not possible, the disputes will be settled by the competent Romanian courts in Bucharest.

SECTION 14. FORCE MAJEURE

14.1 For the purposes of this Official Regulation, force majeure means any event that cannot be controlled, remedied or provided by the Organizer, the occurrence of which renders the latter unable to fulfil its obligations under this Official Regulation.

14.2 If a situation of force majeure hinders or delays totally or partially the performance of the Official Regulation and the continuation of the Campaign, the Organizer shall be relieved of liability regarding the fulfilment of its obligations for the period during which such performance will be hindered or delayed. If it invokes force majeure, the Organizer is obliged to notify the participants of the Campaign of its existence within 5 working days of the occurrence of the force majeure case.

14.3 The enumeration in the above article is not limitative, being used for exemplary purposes only.

SECTION 15. REFERRALS

15.1 For any kind of referrals, Campaign Participants may file complaints in writing at contact@coca-cola.ro or by telephone at 0800.080.800, free of charge from Monday to Friday between 09:00 -18: 00 (except for legal holidays).

SECTION 16. OFFICIAL REGULATION OF THE CAMPAIGN

16.1 By participating in this Campaign, the participants agree to observe and comply with all the provisions, terms and conditions of this Official Regulation.

16.2 The Official Regulation of the Campaign will be available free of charge on <http://www.coca-cola.ro/ro/regulamente/>, or may be requested at Infoline 0800.080.800, free of charge from Monday to Friday between 09:00 - 18:00 (except for legal holidays), or may be obtained by sending a written request by mail to the Organizer's attention at its registered office referred to in point 1.1. of this Official Regulation.

16.3 This Regulation is drafted bilingually, Romanian - English, In case of translation errors or interpretations, the Romanian version will prevail.

Coca-Cola HBC Romania S.R.L