

AMI PARIS CONTEST RULES

The Ami Paris Croissant Hunt

Article 1 — Purpose

The company AMI PARIS SAS (hereinafter referred to as the "Organizing Company" or "AMI PARIS"), a simplified joint-stock company with its registered office located at 56 rue Etienne Marcel - registered with the Paris Trade and Companies Register under number 527 637 609, represented herein by Carole Faroux, in her capacity as CFO, is organizing a contest "Ami Paris Croissant Hunt" (hereinafter the "Game") from October 24, 2024, to November 16, 2024 (hereinafter the "Duration of the Game") via the website family.amiparis.com

Article 2 — Participation

Participation in the Game implies full and complete acceptance of these rules, in all their provisions, the rules of ethics, as well as the laws and regulations applicable to free games.

2.1 Participation Conditions

The Game is open to any individual of legal age residing in a country where the site family.amiparis.com is accessible, excluding the personnel of the Organizing Company of the Game, their family members, or anyone living with these persons under the same roof, and in general, anyone who has directly or indirectly participated in its organization or realization, as well as their spouses and family members: ascendants and descendants. (Hereinafter the "Participant(s)"),

When winners are designated, the Organizing Company reserves the right to ask any Participant to justify these conditions. Anyone who does not meet these conditions or refuses to justify them will be excluded from the Game and will not be able to claim any prize.

Participants authorize all verifications regarding their identity or the integrity and sincerity of their participation.

2.2 Participation Procedures

2.2.1. Description of the Game

To participate, the Participant must identify the croissants in the provided illustration.

2.2.2 Participation Methods

Participants can access the game materials online via the Organizing Company's website, accessible through the following link: <https://family.amiparis.com/>

Once in possession of the illustration, the Participant must identify all croissants depicted.

2.2.3. Conditions for Completion and Rewards

Upon correctly completing the game by identifying the croissants, Participants will receive access to a digital wallpaper and a special QR code. The digital wallpaper and QR code are only accessible within the user account at: <https://family.amiparis.com/profile>

Participants have until November 16, 2024, to visit an Ami Paris store located at 77 Greene St, SoHO, NYC and scan their QR code to discover if they have won a surprise. There are no other prizes associated with this contest.

2.3 Validity of Participation

The Organizing Company may cancel all or part of the Game if it appears that fraud has occurred in any form, in the context of participation in the Game. In this case, it reserves the right not to award the prize to the fraudsters and/or to prosecute the authors of these frauds before the competent courts.

It is expressly agreed that the Organizing Company may rely on programs, data, files, records, operations, and other elements in computer or electronic format, particularly to prove any breach by the Participants of the provisions of these rules.

Article 3 — Prizes and Attribution of Rewards

3.1 Prizes

Upon successful completion of the Game (correctly identifying all croissants), each Participant will receive:

- A digital wallpaper
- A special QR code giving the user a chance to win a surprise on scanning in-store

There are no other prizes.

The digital wallpaper and QR code will be available only within the user's account at:
<https://family.amiparis.com/profile>

Participants must visit the store and scan their QR code by November 16, 2024, to discover if they have won a surprise. No other prizes will be given.

3.2 Attribution of Prizes

Where applicable, the QR code scan in-store will reveal instantly if the participant has won a surprise. If a participant does not scan the QR code in store by November 16, 2024, the opportunity lapses and the Organizing Company bears no liability.

Article 4 — Personal Data

Participants provide the Organizing Company with personal information about themselves intended for the Organizing Company's use for the needs of the Game, particularly its organization, consideration of Participants' entry, performance of participation statistics, attribution and sending of the digital rewards, in accordance with the terms defined in these rules and the following Privacy Policy:

<https://www.amiparis.com/pages/privacy-policy>

The personal data collected from Participants may also be used, subject to their consent, to inform them by email about the Organizing Company's products, services, and offers.

Participants' personal data is kept for a period that does not exceed the time strictly necessary to meet the purposes defined in this article.

In accordance with the legislation on the protection of personal data, Participants have the right of access, rectification, limitation, and deletion of their information that concerns them and is in the possession of the Organizing Company. Participants also have the right to object to the processing of their personal data for legitimate reasons. However, if Participants decide to oppose the processing of their personal data, they will no longer be able to participate in the Game.

Participants can exercise their rights by contacting the Organizing Company by email at dataprotection@amiparis.fr or by postal mail at the following address:

AMI PARIS
Service Client
54 Rue Etienne Marcel
75002 Paris,

Article 5 — Liability

The Organizing Company will not be liable for events preventing access to the Game or its proper conduct. Specifically, the Organizing Company cannot be held liable for any external malicious acts.

It is up to each Participant to take all appropriate measures to protect their data and/or software stored on their computer and telephone equipment against any attack. Participation in the Game is at their entire responsibility.

In any case, if the administrative and/or technical conduct of the Game is disrupted for reasons beyond the Organizing Company's control, it reserves the right to interrupt the Game.

Article 6 — Access and Modification of the Rules

At any time during the Duration of the Game, these rules are available on the Organizing Company's website at the following address: <https://family.amiparis.com/theamipariscroissanthunt>

No oral requests regarding the Game will be answered. Any complaints must be addressed in writing to the Organizing Company at the email address family@amiparis.fr mentioned before November 16, 2024. After this date, no claims will be accepted.

The Organizing Company reserves the right to extend, shorten, modify, or cancel the Game at any time, particularly in the case of force majeure as defined by the Civil Code and French case law, without any compensation being claimed by the Participants.

Any modifications will be filed as an amendment on the Organizing Company's website.

Article 7 — Intellectual Property

The images used in connection with the Game by the Organizing Company, the objects, products represented, the trademarks and trade names mentioned, the graphic elements, photos, visuals, and databases are the exclusive property of the Organizing Company or the group to which it belongs, and cannot be extracted, reproduced, represented, or exploited without the written authorization of the latter, under penalty of civil and/or criminal prosecution.

Article 8 - Applicable Law and Competent Jurisdiction

This regulation is subject to French law, without prejudice to mandatory provisions applicable in the Participant's country of residence.

Any dispute relating to the application or interpretation of this regulation, in the absence of an amicable resolution between the Parties, will be submitted to the competent French courts, without prejudice to mandatory provisions applicable in the Participant's country of residence.