

Contest Terms and Conditions

1. Contest Details

The contest "WIN THE UNFORGETTABLE" is organized by Via FAOC s.r.o., having its registered office at Zamenhofova 440, 108 00 Prague, Czech Republic, Company ID No. 022 14 041, registered in the Commercial Register maintained by the Municipal Court in Prague, File No. C 216782 (hereinafter referred to as the "Organizer"). The contest begins on December 1, 2024, and ends on December 31, 2024.

2. Eligibility Conditions

The contest is open to all individuals who meet the following criteria:

- (i) They are authorized to travel from their place of permanent or temporary residence to the destination country, China, which includes holding a valid travel document, visa (if required), or any other entry document necessary for the destination.
- (ii) They are 18 years of age or older.
- (iii) They are participating as private individuals.

3. Valid Email Address and Membership in the Fashion Club

Registrations submitted with an invalid email address will be rejected. Participation in the contest is conditional on the participant being a natural person and a member of the Fashion Club who has subscribed to marketing communications.

4. Prizes

4.1 Main Prize: The Organizer is not a travel agency and does not organize the trip; it merely provides assistance with communication and administrative matters if necessary for the collection of the prize. For the purpose of this contest, the prize includes:

- A round-trip economy-class flight from Prague for two people to Beijing, to be scheduled between January 15, 2025, and March 15, 2025; the exact date of departure within this range is chosen by the winner.
- Accommodation for three nights at a **** hotel in Beijing (the hotel selection is at the sole discretion of the Organizer).
- Admission for two people to visit the Forbidden City during the stay in Beijing.

4.2 The Organizer reserves the right to substitute any part of the prize with a monetary equivalent at its discretion.

5. Prize Collection Conditions

5.1 The winner will bear all other costs not expressly stated in Article 4.1. For clarity, the following costs are explicitly excluded from the Main Prize (non-exhaustive list):

- Travel in business/first class.
- Personal travel and health insurance.

- Transfers to and from departure airports (Prague/Beijing) and related costs.
- Personal expenses.
- Financial resources or required minimum funds.
- Visa fees.
- Costs related to medical treatment in case of illness or injury.

6. Contest Participation Requirements

6.1 To participate in the contest, entrants must visit the Fashion Arena Prague Outlet between December 1, 2024, and December 31, 2024, and make a purchase of at least CZK 7,000 in stores participating in the Fashion Club loyalty program. These transactions must be made using the Fashion Club card. Receipts are cumulative for the month but exclude food and beverage purchases from restaurants and cafes.

6.2 Each participant may enter the contest only once and only if they meet all participation conditions. Multiple entries are not allowed; in such cases, only the latest entry will be considered valid.

7. Winners

7.1 The winner of the Main Prize specified in Article 4 will be the participant who meets the participation requirements stated in Article 6 and all other conditions set forth in these terms ("eligible participant") and is drawn by the Organizer from among all eligible participants.

8. Prize Redemption and Taxes

Winners must claim their prize within 10 business days of being notified by the Organizer as per Article 7.1. Failure to do so will result in forfeiture of the prize. The Organizer reserves the right to select a new winner from the remaining eligible participants.

8.1 Winners are responsible for all taxes imposed on the value of the prize in accordance with applicable law. The Organizer bears no responsibility in this regard.

9. Fraudulent Behavior

Any attempt at fraud will result in immediate disqualification of the participant, overriding Article 6.2. Registration details must match the name provided for the Fashion Club membership; otherwise, the participant will be disqualified.

10. Non-Transferability

Prizes are personal and non-transferable. Winners may not exchange the Main Prize in any way.

11. Rule Violations

Should the winner fail to meet the criteria outlined in these rules, the prize will not be awarded and will remain the property of the Organizer.

12. Publicity and Copyright

12.1 The Organizer reserves the right to publish the name and photographs of the winner and the Main Prize on its website, social media platforms (Facebook, Instagram, LinkedIn), and any other promotional or advertising materials, without compensation to

the winner. By participating, entrants explicitly consent to the publication of their details.

12.2 Participants acknowledge that the Organizer will own the copyright to any materials submitted and waive all moral rights to such materials.

13. Identity Verification

Participants agree to identity verification and address confirmation using their government-issued ID. Providing false information will result in immediate disqualification.

14. Liability

14.1 The Organizer assumes no responsibility for damages arising from interruption, malfunction, exclusion of participants, or termination of the contest for any reason.

14.2 The Organizer is not liable for unclaimed prizes or any accidents, injuries, or damages incurred during the use of the Main Prize unless caused by the Organizer's negligence.

14.3 The Organizer is not responsible for cancellations or delays in the prize delivery due to reasons beyond its control.

14.4 Participants are solely responsible for their internet connection and participation in the contest.

15. Force Majeure

In case of force majeure, the Organizer may amend or supplement the contest terms or terminate the contest. Such changes will be considered an annex to these terms.

16. Amendments or Contest Cancellation

16.1 The Organizer reserves the right to amend, extend, or cancel the contest in extreme circumstances.

17. Acceptance of Terms

By participating in this contest, entrants confirm their agreement with these terms and conditions.

18. Data Protection

18.1 Unless explicitly objected to, the Organizer will store participant data for contest-related purposes.

18.2 The Organizer is committed to protecting participants' privacy in accordance with applicable data protection laws.

19. Communication

Participants may contact the Organizer at Marketing.Prague@viaoutlets.com for any inquiries, including updates to personal data or contest withdrawal.

20. Governing Law

These terms are governed by Czech law and subject to the exclusive jurisdiction of the courts of the Czech Republic.