

**Rules and regulations of the internal competition for Foreign Distribution Companies
entitled “Brand Impact – World Exhibition of FAKRO Reference Objects 2025/2026 edition”**

§1

Definitions of the Competition

1. The **Organiser** of the competition for **foreign distributors** of FAKRO products entitled “Brand Impact – World Exhibition of FAKRO Reference Objects” is FAKRO Sp. z o.o. z with its registered office in Nowy Sącz, 144a Węgierska St.
2. **The purpose of the competition** is to promote the FAKRO brand and products by obtaining materials from foreign distributors that best reflect the nature of construction in the distributors’ countries of origin. These materials will be presented at an exhibition at FAKRO HQ, and will later be used to create promotional materials that will allow for better and more diverse promotion of FAKRO products around the world.
3. **The Entrant** (hereinafter referred to as the Entrant) in the competition may be a **foreign company** belonging to the FAKRO Group. Only entries presenting **reference objects** that have been completed after 1 November 2024 will be accepted for the competition. The deadline for submitting entries to the **Organiser** is no later than 31 August 2026.
4. **Reference Object (investment)** – an object with FAKRO or FAKRO INNOVIEW products installed, the photo and/or video of which was submitted to the competition.
5. **Competition Entry** – an entry illustrating a reference object, submitted in the photo and/or video category. For the category:
 - a. photos – 5-8 photos are required, with a quality of 8000x8000 pix, min 300 dpi
 - b. videos – 1-2 videos are required, with a resolution of 1920 x 1080, MP4 format; maximum length of 60 seconds.
6. **Competition Committee** – a committee appointed by the Organiser, which is responsible for the proper course of the competition and the verification of the correctness of the entries. The Competition Committee consists of experts from various fields related to architecture, marketing and design.

§2

Rules of participation

1. **In order to take part in the competition, the Entrant must complete the following actions:**
 - a. submit a competition entry documenting completed investments in the country of the Entrant. Their completion time is from 1 November 2024 to 31 August 2026.

A necessary condition for participating in the competition is that the Entrant obtains written consent from the owner of the reference object for the use of photos/videos of the object by FAKRO (a consent form can be downloaded from FAKRO website). **The consent of the owners must be archived by the Entrant** – please do not send it to the Organiser. If necessary, the Organiser has the right to request the Entrant to provide such consent.
 - b. complete the competition entry form available at <https://www.fakro.com/competition-brand-impact/index.html> – in the form, the Entrant must ensure that they have the consent of the owners of the reference object to use the image in accordance with the regulations and agree to use the submitted entries for FAKRO marketing and promotional purposes to the extent specified in the regulations.

- c. place the competition entries in a folder indicated by the organiser. The **competition entries** must showcase FAKRO and/or FAKRO INNOVIEW products in a way that allows for further marketing use of the materials.
2. A maximum of 3 (three) reference objects can be submitted from each country to the photo competition and 3 (three) reference objects to the video competition. A total of 6 (six) entries can be submitted from one country. The same reference objects can be repeated in the photo and video competition, bearing in mind that they must be submitted using separate entry forms (one entry for one **reference object**).
3. The **Entrant** warrants that the **Competition Entry** does not violate the provisions of the law in force in the country in which the Entrant runs business, in particular third party copyrights, and the Entrant is fully entitled to submit the Competition Entry to the Competition and to grant the licences and consents specified in these rules and regulations under the law in force in the country in which the **Entrant** runs business.
4. Each entry qualified for the final stage can be used by the Organiser or another entity from the FAKRO Group for an indefinite period and without territorial restrictions for marketing and promotional purposes in the following areas of exploitation:
 - a. in the field of recording and reproducing the Competition Entries – producing copies of the Competition Entries using specified technique, including printing, reprographic, magnetic recording and digital technology;
 - b. in the field of circulating the original or copies on which the Competition Entries have been recorded – introduction to circulation, lending or renting the original or copies;
 - c. in the field of distributing the Competition Entries in a manner different than that specified in subparagraph b above – public performance, exhibition, display, reproduction, broadcasting and re-broadcasting as well as making the Competition Entries available to the public in such a way that everyone can have access to them at a place and time of their choosing.
5. The **Entrant** grants the **Organiser** permission to perform derivative authorial work on the **Competition Entries** (editing the Competition Works, cropping them, combining them with other advertising materials).
6. Within the scope of the licences and consents granted, the **Organiser** may authorise other entities belonging to the FAKRO Group to use the **Competition Entries**.

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Course of the Competition

1. All submitted Competition Entries are reviewed by the **Competition Committee**, which verifies their compliance with these rules and regulations.
2. From the **Competition Entries** that meet the requirements of these rules and regulations, **the Competition Committee** will select 12 Competition Entries for each category (24 Competition Entries in total) that will be **qualified for the Competition final**. **The Competition Committee** will evaluate the Competition Entries, in particular in terms of their originality and the possibility of using them in the Organiser's advertising and information materials. The Organiser will inform the Entrants whose Entries have been qualified for the final stage.
3. All Entries qualified for the final will be exhibited at the "Brand Impact" exhibition and can be used for FAKRO marketing and promotional purposes.
4. The Entries qualified for the final will be put to a vote by the participants of the 8th Conference of the Heads of FAKRO Foreign Distribution Companies in the manner

specified by the **Organiser**. The order of places in the Competition is determined by the number of votes received.

5. The voting results will be announced during the official gala at the 8th Conference of the Heads of FAKRO Foreign Distribution Companies. The date of the Conference will be announced at a later date.

§4

Prizes in the Competition

1. **The Organiser will fund two types of prizes for the Winners, depending on the category of the entry:**
 - a. Photo competition – vouchers for any employee training of the Entrant worth:
 - for taking 1st place in the vote – €1,500
 - for taking 2nd place in the vote – €1,000
 - for taking 3rd place in the vote – €500
 - b. Video competition – vouchers for any employee training of the Entrant worth:
 - for taking 1st place in the vote – €1,500
 - for taking 2nd place in the vote – €1,000
 - for taking 3rd place in the vote – €500
2. Prizes in the form of vouchers will be awarded during the official gala at the 8th Conference of the Heads of FAKRO Foreign Distribution Companies.
3. The voucher is valid for 6 months from the date of issue. In order to fulfil the prize, the Competition Winner should contact the dedicated Market Supervisor after the training completed and provide them with the following documents:
 - a. an invoice issued to FAKRO Sp. z o.o. for a value not exceeding the value of the awarded prize corresponding to the win. If the value of the training was higher than the value of the prize, the **Organiser** will only pay the prize value, the rest of the payment will be settled by the **Foreign Company belonging to the FAKRO Group** or the **Foreign Distributor of FAKRO products**. If the value of the training is lower than the value of the prize, the Organiser will only pay the value incurred for the organisation of the training.
 - b. certificate of completed training issued to the **Foreign Distribution Company belonging to the FAKRO Group** or **foreign distributor of FAKRO products**.
4. Taxes on the prizes will be paid in accordance with the tax regulations applicable to the Competition Organiser.

§5

Complaint procedure

1. Any complaints related to the Competition should be submitted to the Organiser's email address: brandimpact@fakro.pl throughout the duration of the Competition and 14 days after the announcement of the results.
2. The complaint should include a detailed description and indication of the reason for the complaint and full details of the company submitting the complaint.
3. Complaints will be processed within 30 working days from the date of receipt of the complaint. The Entrant will be notified of the Organiser's decision, which will be final and binding, to the email address from which the complaint was submitted.

§ 6

Personal data processing

1. Personal data processed in this Competition include: name and surname of the person registering the company for participation in the Competition and contact details of that person (email address).
2. Data provided will be used only for the purpose of the Competition in order for the Organiser to contact the Entrant.
3. The Administrator of personal data of the Entrant is FAKRO sp. z o.o. with its registered office in Poland, address: Węgierska 144a St., 33-300 Nowy Sącz.
4. Personal data will be processed based on the Administrator's legitimate interest (Article 6 (1) (f) GDPR) in the scope of organising and conducting the Competition and communicating with participants.
5. Personal data will be stored for the period necessary to complete the purposes for which they were collected, and will then be deleted in accordance with applicable law.
6. Data subjects have the right to access, correct, delete and restrict the processing of their data as well as the right to object to the processing of data and the right to transfer data.
7. Any questions regarding personal data processing should be directed to the following email address: iod@fakro.pl

§ 7

Final provisions

1. These rules and regulations is the only binding document defining the rules of the Competition.
2. These rules and regulations can also be found at the **Organiser's** office and on the website <https://www.fakro.com/competition-brand-impact/index.html>
3. The **Organiser** reserves the right to change these rules and regulations, provided that such changes do not worsen the conditions of participation. Any changes to these rules and regulations will be effective after 7 days from the moment of their announcement on the website <https://www.fakro.com/competition-brand-impact/index.html>
4. The Entrant will be notified of changes electronically.
5. The Polish law shall be the applicable law for the interpretation and implementation of these rules and regulations to the fullest extent permitted by law, and the Polish court shall be the competent court for resolving any disputes arising in connection with these rules and regulations. In matters not regulated by these rules and regulations, the provisions of the Polish Civil Code shall apply.