

“The 2020 Sophie la girafe® baby”

CONTEST REGULATIONS

Art. 1: ORGANISATION

The VULLI S.A.S. Company, with capital of 4,200,000 euros, entered in the Annecy Trade and Companies Register with number 404 008 989, with registered office located at BP 91, 74151 Rumilly Cedex, France, hereinafter, the “organising company”, organises a free competition with no obligation to purchase, entitled

“The 2020 Sophie la girafe® baby”, published on the website dedicated to the competition: <https://photo-contest.sophielagirafe.fr/>.

The competition is open from 2 March 2020 to 31 January 2021 inclusive, connection dates and times for metropolitan France being decisive.

Art. 2: ACCESS AND PARTICIPATION CONDITIONS

This competition is open to any natural person of legal age on the date of his or her first entry, of any nationality whatsoever, without restriction as to country.

The competition is only open to parents or legal guardians of a child or children aged 0 to 36 months on the date of entry.

The following individuals cannot enter: individuals who do not meet the requirements set out above, and corporate officers of the organising company, of any company that it controls, which controls it or under joint control with it, members of the jury (a list of whom is attached in Appendix 2 of the present rules) and, generally, any individual directly or indirectly involved in organising, realising, implementing, promoting and facilitating the competition. Also excluded from entry are all family members (spouses, cohabitants, direct ascendants, descendants) of all of the individuals cited above.

Only one entry per child, per household, per month (same name and/or same postal address) is permitted throughout the entire competition period. Entry of twins, triplets, etc., is not permitted; only one child of a sibling group can be photographed for entry in the competition.

Any attempt at multiple entries by a natural person or by individuals from the same household with different email addresses will lead to permanent exclusion of all the entrants identified and to immediate cancellation of any prize potentially obtained during the competition. Thus, entry is on a strictly individual basis and the competitor cannot, under any circumstances, enter using multiple pseudonyms or on behalf of other entrants. Further, entrants whose monthly photo is selected as a “winner of the month” cannot participate in the subsequent monthly sessions for the year in progress.

The organising company reserves the right to ask entrants for evidence of the child’s date of birth at any time. Individuals who cannot provide evidence of the child’s date of birth indicating that he or she is indeed aged 0 to 36 months on the date of entry will be excluded from the competition.

It is necessary to have access to the internet and to have a valid email address to enter. Entrants access the competition exclusively using the official competition website address, which is: <https://photo-contest.sophielagirafe.fr/>.

The competition is also accessible from the website www.sophielagirafe.fr .

Only competition entries using the internet will be taken into account.

Links announcing the competition may appear on the organising company's partner sites.

Art.3: CONTEST TERMS AND CONDITIONS

Entry in the competition involves acceptance without reservation of the present rules in their entirety.

3.1 Participation Terms and Conditions

The competition, open from 2 March 2020 to 31 January 2021, is organised into 10 monthly sessions and one final session. Each entrant can enter each month in line with the session dates defined in Appendix 1 of the present rules.

For this, he or she must complete an entry form online with his or her personal details, attaching the photo, the legal guardian's surname, first name, home address, country of residence, the first name and date of birth of his or her baby.

He or she must then confirm this information to complete his or her entry in the competition.

The entrant is obliged to complete all fields of the entry form and to ensure compliance with the required criteria (file size and format) for submission of the photo.

The photo must only present one baby and no other person may appear in the photo. The baby photo submitted must be in JPG, JPEG, PNG format, in colour or in black and white, and must not exceed a file size of 5 MB. It must clearly show the baby and Sophie la girafe® (*cf. Appendix 3: Exhaustive list of Sophie la girafe® products that are eligible for the photo*).

It is noted that photo montages and combinations of multiple photos and montages on a photo by adding features are prohibited.

The entrant has the option of previewing his or her photograph and adjusting it. It is recalled that only one photograph per month and per household is permitted throughout the entire competition period. Then, to confirm his or her entry in the photo competition, the entrant must click on the button "confirm and trim my photo".

The entrant must be the legal guardian of the baby whose photo, surname, first name, age, postal address and country are attached when entering the competition.

The entrant undertakes only to provide one photo which constitutes neither (i) an infringement of the intellectual property rights of third parties (in particular, any element which he or she has not produced personally or for which he or she does not have the necessary permissions from third parties holding the rights to these), nor (ii) harm to individuals and to respect for private life (in particular, including image rights), nor (iii) breach of public policy and the principles of morality nor, more generally, infringement of applicable regulations in force).

The organising company undertakes to use the photo within the scope of the competition and the conditions defined in the present rules, the photo submitted in this way cannot be returned to the entrant.

Any photo submitted by the entrants will then be subject to approval by the moderator of the organising company, to ensure that it is compliant with the conditions set out in the present rules, in particular from an ethical point of view. The organising company's decision to select a photo is left to its sole discretion and non-selection of a photo cannot give rise to any dispute or to any compensation of any kind whatsoever.

As soon as a photo is accepted by the moderator of the organising company, it is put online on the competition website at <https://photo-contest.sophielagirafe.fr/> and visible to all web users. The entrant then receives an email confirming approval of his or her photo and entry into the competition.

Any form that is incomplete or contains false, erroneous or inaccurate identity or address information and/or any photo that does not meet the precise criteria in the entry form and in the present rules, will lead to the entry being void.

3.2 Contest Principe

The competition consists of producing the best photo of your baby with Sophie la girafe®. This photo is then subject to a vote by web users who select their favourite photo of the month and then to a jury that draws up a ranking list enabling the selection of 5 winners each month, and of 3 winners of the year at the end of the competition.

As soon as a photo is accepted by the moderator of the organising company, it is put online on the competition website at <https://photo-contest.sophielagirafe.fr/> and visible to all web users.

Once the entrant has confirmed his or her photograph and it is online, he or she can:

- ✓ Publish the competition on Facebook by clicking on the relevant button to encourage people to enter the competition "The 2020 Sophie la girafe® baby".
- ✓ Share his or her photo with friends and family to encourage them to vote for it. To do this, a form must be completed online indicating the email addresses of a maximum of three (3) friends. An email will then automatically be sent as soon as the photo has been accepted by the moderator.

By submitting the email address of his or her acquaintances, the entrant acknowledges having obtained the prior consent of the owner of each email address that he or she specifies for processing by the organising company for the purposes of an email being sent, in the name and on behalf of the entrant, inviting his or her friends and family to participate in the competition. Thus, the entrant releases the organising company from any liability with respect to the email addresses of acquaintances that he or she provides to the organising company.

It is understood that the email addresses indicated by the entrant will only be used to suggest participation in the competition and are not, under any circumstances, retained thereafter, where the recipient does not wish to register for the competition.

The monthly vote (selection of winners of the month)

Once online on the competition website, the photos are put to a vote by web users. Each voter has access to all of the photos published for the month and can choose his or her favourite photo from among these.

Any individual invited by an entrant to vote for his or her photo accesses the photo submitted by his or her friend directly.

Any individual, whether a “contestant” or a “voter”, may only vote once per day (same email address).

The voter can, for his or her part, if desired, become a contestant by completing, on the first page of the competition, the electronic form with his or her personal data.

Methods of selection for the monthly winners in the competition:

At the end of each monthly session of the competition, the selection of each winner comprises two stages, as follows:

- ✓ A list is drawn up of the 10 photos that received the greatest number of votes by web users during the monthly competition.
Any ties are resolved by a random draw.
- ✓ Then, a jury (composition of jury in Appendix 2 of the present rules), proceeds to draw up a list of the 5 best photos from among the 10 photos that have received the greatest number of votes, using criteria that are left to the discretion of the jury. Decisions of the jury are final.

Each of the members of the jury allocates points as follows:

- 5 points for the 1st position
- 4 points for the 2nd position
- 3 points for the 3rd position
- 2 points for the 4th position
- 1 point for the 5th position

The total number of points is calculated for the 10 pre-selected photos and then the 5 photos that have obtained the greatest number of points enable the entrants who submitted these latter 5 to be selected as “winners of the month”.

In the event of a tie, the number of votes obtained by web users will be taken into account to decide between the photos.

It is noted that the five monthly photos selected by the jury and chosen as “winners of the month” cannot enter the subsequent monthly sessions.

Votes are examined before being counted. Therefore, if a vote does not appear, this means that it has been determined to be fraudulent.

In the event that fraud is found in relation to votes for a contestant (in particular, an unusual spike in votes, significant number of votes coming from the same IP address on the same day, use of temporary email addresses or voting by the same individual using multiple email addresses), the organising company reserves the right to exclude the contestant from the vote for the month before announcing the results.

The final vote (selecting the winners of the year)

- ✓ On 21 January 2021, the organising company will choose the 5 best photos from among the 50 winners of the month who will have been selected for each monthly session between 2 March 2020 and 31 January 2021 using criteria that will be left to the discretion of the organising company. Its decisions are final.

The organising company allocates points as follows:

- 3 points for the 1st
 - 2 points for the 2nd
 - 1 point for the 3rd
- ✓ On 31 January 2021, a jury (composition of jury in Appendix 2 of the present rules) will choose the 3 finalists of the year from among the 5 pre-selected photos.
The total number of points is calculated for the 3 photos that have obtained the greatest number of points and enable the entrants who submitted these latter 3 to be selected “winners of the year”.

From among the 3 winners of the year, the one who has obtained the greatest number of votes is selected as “The 2020 Sophie la girafe® baby”.

In the event that fraud is found in relation to votes for a contestant (in particular, an unusual spike in votes, significant number of votes coming from the same IP address on the same day, use of temporary email addresses or voting by the same individual using multiple email addresses), the organising company reserves the right to exclude the contestant from the vote for the month before announcing the results.

The parents or legal guardians in respect of the photos that are winner of the month as well as the finalists in “The 2020 Sophie la girafe® baby” competition undertake not to use the competition image, the Vulli/Sophie la girafe® trademarks without the express authorisation of the company, Vulli.

Art. 4: ENTRY PROCEDURES

Entry form for each contestant: each entrant should complete the electronic form including all of the following obligatory fields: surname, first name, postal address, postcode; valid email address, town/city, country, baby's first name and baby's date of birth.

Optional field: telephone number

He or she must then attach the photo of his or her baby, complying with the criteria specified at Article 3 of the present rules.

Entry form for the "voter" who wants to become a contestant: each individual must complete the electronic form including all of the following obligatory fields: surname, first name, postal address, postcode; valid email address, town/city, country, baby's first name and baby's date of birth. Optional field: telephone number

Any entry form that is not fully completed or is incomprehensible cannot be taken into account and will lead to the entry being void.

Entry in the competition is exclusively via the internet. For this reason, any entry by telephone, fax, postal letter or email cannot be taken into account.

Art. 5: PRIZES AWARDED

The total competition prizes amount to 53 prizes, described below:

Prizes for the monthly vote (5 winners per month)

From 1st to 5th prize: a Sophie la girafe® silver chain bracelet with a guide commercial value per item of 54 euros incl. tax.

Prizes for the final vote (3 winners for the year)

1st prize: An 18 cm, gold-plated silver Sophie la girafe® with a guide commercial value per item of 4,600 euros incl. tax.

2nd prize: An 18 cm, silver Sophie la girafe® with a guide commercial value per item of 3,324 euros incl. tax.

3rd prize: An 18 cm, bronze Sophie la girafe® with a guide commercial value per item of 1,487 euros incl. tax.

The value of the prize is determined at the time of drafting of the present rules and will not be the subject of any dispute with respect to its valuation. The present prize cannot be the subject of any demand for financial compensation, exchange or return, for any reason whatsoever. No refund of any type whatsoever will be granted.



No document or photograph relating to the prize is of a contractual nature. The organising company reserves the right to replace, at any time, the proposed prize, with a prize of equivalent value or similar characteristics.

The organising company accepts no liability in the event of any incident involving the winner or his or her circle of family and friends on the occasion of use or enjoyment of the item won.

The prize is given on an individual basis; it cannot, therefore, be awarded to any individual other than the one identified in the competition.

Each competition winner will be personally notified of his or her win by electronic means to the email address that he or she indicated on his or her competition entry form. He or she will have a period of 10 days calculated from receipt of this email to confirm, by email, acceptance of his or her prize and to forward his or her full postal address.

The organising company cannot be held liable in the event of non-delivery of the email announcing the win further to an error in the email address indicated by the entrant on his or her competition entry form, in the event of breakdown in access due to the provider, in the event of malfunction of the internet network or in any other case.

Any winner who has failed to reply within the notified period will be considered to have simply forfeited his or her prize. The prize will not be awarded and cannot, under any circumstances, be claimed at a later date. It will remain the property of the organising company.

Each winner of the month will receive his or her prize at the postal address that he or she has indicated on the competition entry form and within a period of 60 days calculated from their selection, in the absence of a more favourable legal provision.

It is noted that the organising company will make contact with each of the three finalists to make the arrangements for presentation of the prize. Where applicable, finalists will be presented with their prize by a sales manager in one of the organising company's partner shops.

Each winner will have the address for communications at the address that he or she will have indicated and confirmed.

Prizes that cannot be distributed further to an error or omission in an entrant's contact details, or due to a change of these contact details, or for any other reason, will be kept by the organising company.

The organising company will not be held liable for delays and/or losses en route that are the fault of the postal services or shipping agents, nor for total or partial destruction of the prize by this means of transport or in the event of malfunctioning of these services, nor in any other case.

Art. 6: TRANSFER OF COPYRIGHTS AND AUTHORISATIONS

Every entrant declares being the creator of the photos with which he or she enters “The 2020 Sophie la girafe® baby” competition, being the holder of the associated rights of exploitation, not having transferred the right of exploitation, whether exclusively or not, to third parties.

Within the scope of entry in the competition, the entrant concedes, without remuneration, to the organising company, and its global distributors, all rights of reproduction and representation required for publication of the photo on the organising company’s website www.sophielagirafe.fr and on all competition communication media, for all operations or events relating to Sophie la girafe® during the year of the competition and the 10 years following this and for the whole world.

It is understood that the parents agree, by entering the competition, to transfer the image rights of their child, the subject of the photograph(s) submitted to the vote, for the media and under the conditions stipulated above.

Each entrant permits the organising company to feature his or her FIRST NAME to link him or her to the photo that he or she has created.

Each entrant undertakes, generally and specifically, to indemnify the organising company against any claim, recourse or action initiated against it based on an infringement of the intellectual property rights of any third party to the best baby photo on the theme “The 2020 Sophie la girafe® baby” granted to the organising company.

Art. 7: REFUND OF REGISTRATIONS FEES

The process does not rely on random selection, it is a competition. On this basis, no request for reimbursement of costs incurred by entrants will be accepted.

Art. 8: ADVERTISING

The organising company and its Sophie la girafe® global distributors reserve the right to publish, on any media whatsoever, for the purposes of advertising or other purposes, on the internet network or not, for the whole world, the participant’s name and photo for a period of (10) ten years, without the participant being able to claim any remuneration of any kind whatsoever or to object to this.

Art. 9: DATA FILES AND INDIVIDUAL LIBERTIES

The data controller is the Organising Company.

Automated personal data processing, including the management of entrants’ email addresses, has been the object of a declaration to the CNIL [the French data protection agency] (simplified form 48).

Within the scope of this competition, the following personal data of entrants will be collected directly from entrants and processed: surname, first name, postal address, postcode, valid email address, town/city, country, baby's first name, baby's date of birth and baby's photo. Optional field: telephone number. If the entrant does not complete the fields marked as obligatory, his or her entry cannot be taken into account and the latter is not eligible to be awarded the prize in the event that he or she wins.

The organising company's servers may automatically register certain data such as: IP address, web browser data, date and time of entry and form used. These data are collected and processed (i) with the aim of preventing fraud in the competition and for the settlement of disputes and (ii) to evidence, at any time, the origin of the address collected.

Personal data are collected, processed and used for the following purposes (and on the following legal bases):

- To ensure and monitor proper implementation of the competition (the legal basis being implementation of the rules);
- To send commercial offers by email on the part of the organising company if the entrant has given his or her express consent (the legal basis being the consent)
- To comply with applicable laws and regulations (the legal basis being compliance with a legal obligation).

This information is recorded and saved in a data file and is required to take into account entries, to determine the winner and to allocate and ship the prize. This information is intended for use by the Organising Company, by the communication department and by commercial department, and may be forwarded to its technical service providers, the company Agence Colombo, and to the service provider carrying out dispatch of the prize. For this purpose, the Organising Company and its subcontractors are responsible for ensuring the confidentiality of these data. It is noted that the following data (the winner's surname and photo and winners' email addresses) may also be forwarded to official distributors of the Sophie la girafe brand for the purposes of advertising and notifications relating to the competition (announcing the winners in their respective country, promoting the nomination of winners on the social networks of Sophie la girafe official distributors, and making contact with winners to organise presentation of local prizes). For these purposes, the data may be the object of a transfer to a State that is not a member of the European Economic Area, to Sophie la girafe® global distributor countries.

For the purpose of organising the competition, the data will be saved throughout the competition period and for a period of one (1) year following termination of the competition.

These same data may only be used with the prior consent of the entrant to be sent commercial offers on the part of the Organising Company. Individual consent is provided by ticking an optional box. In accordance with the regulations in force, entry in the competition is not conditional on accepting receipt of commercial offers on the part of the Organising Company. The individual can withdraw his or her consent at any time by contacting the Organising Company using the contact details indicated below. This information is intended for use by the Organising Company and may be forwarded to its technical service providers. For this purpose of commercial prospection, the data will be retained by the Organising Company for a period that will not exceed 3 years calculated from their collection or the most recent contact emanating from the prospect. Upon expiry of this period, the data will be archived or destroyed in conformity with legal provisions in force.

The organising company takes all useful precautions in order to preserve the security and confidentiality of the personal data: for this purpose, it undertakes, in particular, not to reuse the data collected for purposes other than those for which they have been collected, to protect the confidentiality of personal data connected to data subjects and to subject any subcontractors to which it has recourse to the same obligations, in compliance with the French Data Protection Act.

In all cases, the data controller will take security measures that are adequate with respect to the nature of the data collected.

In compliance with the French Data Protection Act of 6 January 1978 as amended, and with Regulation (EU) No. 2016/679 referred to as the “GDPR”, entrants registered for the competition have rights of access, rectification, restriction, portability, deletion and objection as regards the personal data relating to them and to the right to give instructions on the fate of personal data relating to them. These rights may be exercised in writing to the organising company at the following address: VULLI S.A.S. “The 2020 Sophie la girafe® baby”, BP 91, 74151 RUMILLY CEDEX, France.

In addition, entrants have the right to file a complaint with the CNIL (Commission Nationale de l'Informatique et des Libertés) [the French data protection agency], 3 Place de Fontenoy - TSA 80715 - 75334 Paris Cedex 07, France.

It is noted that if an entrant exercises his or her right of deletion before the prize draw, he or she will lose the benefit of his or her potential prize.

Art. 10: CORRESPONDENCE

Any correspondence with an anomaly (incomplete, illegible, incorrect postage, sent by registered post) will not be taken into account. The organising company will not reply to any request (in writing, by telephone, or verbal) concerning interpretation or application of the rules, concerning the terms and conditions and mechanisms of the competition.

Art. 11: LIMITATION OF LIABILITY

The organising company will not incur any liability if, in the case of force majeure or of events beyond its control or of justified necessity, it has to cancel the present competition, to shorten it, to extend it, to postpone it or to amend the terms and conditions, its liability not being capable of being engaged for these reasons. It reserves the option, in all cases, of prolonging the entry period. In particular, the organising company cannot accept any liability in the event that the site is unavailable during the competition period or in the event that the data communicated by entrants are destroyed for a reason that is not attributable to the company. The organising company cannot accept any liability in the event of an incident connected to computer use, access to the internet, the telephone line or for any other technical incident during or after connection to the competition website.

The organising company is not liable for errors, omissions, interruptions, deletions, defects, delays in functioning or transmission, breakdowns in communication, theft, destruction, unauthorised access or modification of entries. Entry in the competition implies knowledge and acceptance of the characteristics

and limitations of the internet, in particular, in terms of technical performance, response times for consulting, examining or transferring information, the risks of interruption, and, more generally, the risks inherent in any connection and transmission using the internet, the absence of protection of certain data against possible misuse and the risks of contamination by potential viruses circulating on the network.

It is noted that the organising company cannot be held liable for any direct or indirect damage arising from any interruption, from any malfunctioning whatsoever, from any suspension or termination of the competition, for any reason whatsoever, or for any direct or indirect damage which could result, in any manner whatsoever, from connection to the competition website. It is the responsibility of every competitor to take all appropriate measures to protect his or her own data and/or software stored on his or her computer equipment against any harm or attack of external origin. Any individuals connecting to the website is fully responsible for doing so and competitors participating are fully responsible for doing so.

Any false statement by an entrant will lead to his or her exclusion from the competition and to the prize that he or she may potentially have won not being awarded, without the liability of the organising company being capable of being engaged.

Any form on which the entrant's details are illegible, incorrect or incomplete will be considered to be void.

Any attempt at multiple entries by a natural person or by individuals from the same household with different email addresses or any other attempt at fraud will lead to permanent exclusion of all the entrants identified and to immediate cancellation of any prize potentially obtained during the competition.

Any entrant who attempts to disrupt the smooth functioning of the competition, whether by human intervention, or by robotic means, will be immediately disqualified and his or her entry cancelled.

The organising company cannot be held liable in the event of malfunctioning of the internet network, in particular owing to external malicious activities, which impair smooth functioning of the competition. The organising company further cannot be held responsible in the event that one or more entrants fail/s to connect to the competition website or to take part there because of any problem or technical fault connected, in particular, with network congestion. The use of bots or any other similar means enabling participation in the competition by mechanical or other means is prohibited, infringement of this rule leading to permanent elimination of the individual creating and/or using these means.

The organising company may cancel all or part of the competition if it appears that fraud has occurred in any form whatsoever, in particular, via computing means within the scope of participation in the competition and/or in determination of the winner. In the event of fraud or of attempted fraud of any kind whatsoever, the organising company reserves the right not to award the prize to the perpetrator of the fraud and/or to initiate legal proceedings against any individual who has perpetrated fraud or attempted to do so. It will not, however, incur any liability of any type with respect to competitors based on frauds potentially committed.

Under no circumstances can the organising company's liability be engaged in respect of the prize allocated to the competition winner, where this relates to the quality of the prize in comparison with that announced or expected by competition entrants, or to potential damages of any kind that entrants may suffer based on the prize, whether these damages are directly or indirectly attributable to them.

Art. 12: DEPOSIT AND AMENDMENT OF THE RULES

The rules are deposited with the SCP Isabelle MARCONI MEILLAN - Adrien MILLOT, Associate Court Bailiffs in Bordeaux at 53 rue Théodore Gardère - 33000 Bordeaux, France.

The organising company reserves the right to amend all or part of the present rules. Any amendment of the rules will be the subject of deposit with the SCP Isabelle MARCONI MEILLAN - Adrien MILLOT, Associate Court Bailiffs in Bordeaux.

Art. 13: EXCLUSION

The organising company may cancel the entry or entries of any competitor who fails to observe the present rules. Such cancellation may be effected at any time and without warning. The organising company also reserves the right to eliminate any entry form containing manifest errors with respect to the competitor's identity. Such elimination may be effected at any time and without warning.

Art. 14: INDUSTRIAL AND INTELLECTUAL PROPERTY

Reproduction, representation or exploitation of all or part of the elements constituting the competition, which are offered there, is strictly prohibited. All trademarks or product names cited are registered trademarks or product names of their respective owner.

Art. 15: DISPUTES

If one or more provisions of the present rules is declared void or inapplicable, the other provisions will retain their full force and effects.

All instances not provided for by the rules will be resolved by the organising company, whose decisions are final. The law applicable to the present rules is French law. Any dispute originating on the occasion of this competition will be the subject of an attempt at amicable resolution. In the absence of agreement, the dispute will be subject to the courts with jurisdiction over the registered office of the organising company, in the absence of contrary public policy provisions. Any complaint will cease to be admissible two months after closure of the competition.

APPENDIX 1: DETERMINATION OF THE DIFFERENT MONTHLY CONTEST SESSIONS

<u>Month</u>	<u>Dates</u>	<u>Naming of the Winners</u>
March 2020	from 02/03/20 to 31/03/20	Naming of the 10 pre-selected photos on 01/04/2020 5 winners of the month of March named on 09/04/2020
April 2020	from 01/04/20 to 30/04/20	Naming of the 10 pre-selected photos on 02/05/2020 5 winners of the month of April named on 14/05/2020
May 2020	from 01/05/20 to 31/05/20	Naming of the 10 pre-selected photos on 02/06/2020 5 winners of the month of May named on 11/06/2020
June 2020	from 01/06/20 to 30/06/20	Naming of the 10 pre-selected photos on 01/07/2020 5 winners of the month of June named on 09/07/2020
July 2020	from 01/07/20 to 31/07/20	Naming of the 10 pre-selected photos on 03/08/2020 5 winners of the month of July named on 27/08/2020
August 2020	from 01/08/20 to 31/08/20	Naming of the 10 pre-selected photos on 01/09/2020 5 winners of the month of August named on 10/09/2020
September 2020	from 01/09/20 to 30/09/20	Naming of the 10 pre-selected photos on 01/10/2020 5 winners of the month of September named on 15/10/2020
October 2020	from 01/10/20 to 31/10/20	Naming of the 10 pre-selected photos on 02/11/2020 5 winners of the month of October named on 12/11/2020
November 2020	from 01/11/20 to 30/11/20	Naming of the 10 pre-selected photos on 01/12/2020 5 winners of the month of November named on 10/12/2020
December 2020	from 01/12/20 to 31/12/20	Naming of the 10 pre-selected photos on 02/01/2021 5 winners of the month of December named on 14/01/2021

Selection of the 5 pre-selected photos for the final on 21/01/2021

Selection of the 3 winners of the year and “2020 Sophie la girafe® baby” on 31/01/2021

APPENDIX 2: COMPOSITION OF THE MEMBERS OF THE JURY

The jury is composed of the following 5 members:

- Jennifer PARPETTE, professional photographer
- Stéphanie ARNAUD, General Deputy Manager of VULLI SAS
- Coralie GUEYDON, E-Commerce Operations Manager of KING JOUET
- Virginia JOGEE, Official Sophie la girafe Distributor in the UK
- Marine RAINGEONNEAU, Influencer (Mummy Chamallow)

APPENDIX 3: EXHAUSTIVE LIST OF SOPHIE LA GIRAFE® PRODUCTS ACCEPTED IN ENTRANT PHOTOS



Sophie la girafe®



Tall Sophie la girafe



So'pure® Chewing rubber
Sophie la girafe



Teething ring (soft and very soft version) Sophie la girafe



Teething ring Sophie la girafe



Vanilla Teething ring Sophie la girafe (Green – Yellow – Red version)



So'pure® Circle teether Sophie la girafe



Teething Colo'rings Sophie la girafe



Ring teether Sophie la girafe



So'pure® Bath toy Sophie la girafe



Multi-textured rattle Sophie la girafe



Teething rattle Sophie la girafe
(Blue – Red version)



Fraisly rattle Sophie la girafe



Twin Fraisly rattle Sophie la girafe



Heart rattle Sophie la girafe



Musical keys rattle Sophie la girafe



Ice bite telephone Sophie la girafe



Cool teething ring Sophie la girafe



Cooling teething ring Sophie la girafe



Double ice bite teething ring
Sophie la girafe



So'pure® Soft' rubber Sophie la girafe



Soft' rubber Sophie la girafe



2020 NOVELTY
Shake & chew rattle Sophie la girafe



2020 NOVELTY
Plush rattle to chew Sophie la girafe



2020 NOVELTY
So'pure® Natur'chew rattle
Sophie la girafe

AMENDMENT N°1 TO
“The 2020 Sophie la girafe® baby”
CONTEST REGULATIONS

ARTICLE 1 – PURPOSE OF THIS AMENDMENT

The purpose of this Amendment is to amend the Participation Terms and Conditions of the Contest Regulations, namely:

- **the required criteria (file size and format) for submission of the photo : from 5MB to 10MB**

The complete contest regulations shall be amend accordingly therefore in accordance with the following terms:

3.1 ARTICLE 2 - AMENDMENT OF THE ARTICLE 3.1– Participation Terms and Conditions

The Article **3.1 Participation Terms and Conditions** is amended as follows :

« The competition, open from 2 March 2020 to 31 January 2021, is organised into 10 monthly sessions and one final session. Each entrant can enter each month in line with the session dates defined in Appendix 1 of the present rules.

For this, he or she must complete an entry form online with his or her personal details, attaching the photo, the legal guardian’s surname, first name, home address, country of residence, the first name and date of birth of his or her baby.

He or she must then confirm this information to complete his or her entry in the competition.

The entrant is obliged to complete all fields of the entry form and to ensure compliance with the required criteria (file size and format) for submission of the photo.

The photo must only present one baby and no other person may appear in the photo. The baby photo submitted must be in JPG, JPEG, PNG format, in colour or in black and white, **and must not exceed a file size of 10 MB**. It must clearly show the baby and Sophie la girafe® (*cf. Appendix 3: Exhaustive list of Sophie la girafe® products that are eligible for the photo*).

It is noted that photo montages and combinations of multiple photos and montages on a photo by adding features are prohibited.

The entrant has the option of previewing his or her photograph and adjusting it. It is recalled that only one photograph per month and per household is permitted throughout the entire competition period. Then, to confirm his or her entry in the photo competition, the entrant must click on the button “confirm and trim my photo”.

The entrant must be the legal guardian of the baby whose photo, surname, first name, age, postal address and country are attached when entering the competition.

The entrant undertakes only to provide one photo which constitutes neither (i) an infringement of the intellectual property rights of third parties (in particular, any element which he or she has not produced personally or for which he or she does not have the necessary permissions from third parties holding the rights to these), nor (ii) harm to individuals and to respect for private life (in particular, including image rights), nor (iii) breach of public policy and the principles of morality nor, more generally, infringement of applicable regulations in force).

The organising company undertakes to use the photo within the scope of the competition and the conditions defined in the present rules, the photo submitted in this way cannot be returned to the entrant.

Any photo submitted by the entrants will then be subject to approval by the moderator of the organising company, to ensure that it is compliant with the conditions set out in the present rules, in particular from an ethical point of view. The organising company's decision to select a photo is left to its sole discretion and non-selection of a photo cannot give rise to any dispute or to any compensation of any kind whatsoever.

As soon as a photo is accepted by the moderator of the organising company, it is put online on the competition website at <https://photo-contest.sophielagirafe.fr/> and visible to all web users. The entrant then receives an email confirming approval of his or her photo and entry into the competition.

Any form that is incomplete or contains false, erroneous or inaccurate identity or address information and/or any photo that does not meet the precise criteria in the entry form and in the present rules, will lead to the entry being void. »

ARTICLE 3 : EFFECTIVE DATE OF THIS AMENDMENT

This amendment shall come into effects as of its publication on the website <https://photo-contest.sophielagirafe.fr/>

In accordance with the Contest Regulation, this amendment is governed by the French law. The other terms and conditions of the Contest Regulation which have not been modified by this amendment shall remain in full force and effect.

Executed in Rumilly on the 9th June, 2020.