

Signage Star 2020 Competition

Terms and Conditions

These terms and conditions together with any specific instructions on Facebook® and LinkedIn® (the “Websites”) are the competition rules (the “Rules”) and apply to the Signage Star 2020 Competition (the “Competition”).

The Competition is organized by Avery Dennison Materials Europe BV, a company incorporated under the laws of The Netherlands whose registered office is at Willem Einthovenstraat 11, 2342 BH, Oegstgeest, The Netherlands (“Avery Dennison”).

The Competition commences at 1 October 2020, 9:00 AM CEWT and will end at 30 November 2020 at 11:59 PM CEST (the “Entry Period”).

Avery Dennison may, at its sole discretion, apply, interpret, terminate, alter, limit, suspend or modify the Competition, and/or its rules, regulations or benefits at any time, without notice. Any changes will be posted either within these terms and conditions or on the Websites. The most recent terms and conditions will always be posted on the Websites. Any participant who refuses to accept the modifications to the terms and conditions must cease to take part in the Competition.

Avery Dennison is in no way associated with or sponsored, endorsed or administered by Facebook® or LinkedIn®.

Eligibility

The Competition is open to any natural person aged 18 or over who legally resides in one of following countries: Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Israel, Italy, Jordan, Latvia, Lithuania, Lebanon, Malta, Morocco, Norway, Poland, Portugal, Qatar, Romania, Russian Federation, Saudi Arabia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, The Netherlands, Turkey, Ukraine, United Arab Emirates, United Kingdom, Iceland. (the “Candidate(s)”).

Employees, officers, directors, agents and representatives of Avery Dennison and its Affiliates or close relatives thereto (husband/wife, mother, father, brothers, sisters, sons, daughters or partners living in the same household), parent companies, subsidiaries and affiliates, distributors, dealerships and companies involved in the implementation and execution of the Competition are not eligible to enter the Competition.

Residents in a country or jurisdiction where the competition may breach any law or regulation are not entitled to enter the competition. Where this applies, Avery Dennison’s invitation to enter the Competition in such country and/or jurisdiction is withdrawn.

Avery Dennison reserves the right to verify the eligibility of all Candidates and disqualify any Candidate if Avery Dennison has reasonable grounds to believe the Candidate has breached any of

the Rules or acts in a way that could harm the name and reputation of Avery Dennison.

Under no circumstances shall the Candidates be considered as employees, agents or associates of Avery Dennison and participation in the Competition does not grant the Candidates the right to act in the name of or on behalf of Avery Dennison.

How to Enter

To participate in the Competition, Candidates must fill out the application on the Avery Dennison website, reached through a click on the link in the respective Competition post on the Websites during the Entry Time. The application must be filled out in English. In case of multiple applications by a Candidate, only the most recent submitted application will be taken into account by Avery Dennison.

The entries must consist of a minimum of three (3) but no more than five (5) images of the installation showing the ‘before’, ‘during’ and ‘after’ of the signage installation; and the final created image (“Entry”). The Entry needs to be of good quality and display clearly the signage installation in the design. The design should be uploaded as PDF and have a resolution of 1920x1080 300 dpi in CMYK (color profile: coated fogra39). The file of the signage installation can be downloaded on the Avery Dennison website where the application is located.

The following products may be used to create the Entry: 900 Super Cast, 800 Premium Cast, 777 Cast Film, 700 Premium Film, 500 Event Film, 5500 QM & 5600 LD, 4500 TF, [5000 & 4000 Flexible Substrates, 5100 Diffuser & 5300 Block-out Films; only in combination with 5500QM or 5600LD], Frosted and Etched Films, Dusted & Crystal Films, Gloss Gold & Silver Films, Reflective Chevron Markings, Visiflex V-8000 Series, V-4000 & V-4000E, Conspicuity Tape V-6700 Series (in any of the existing stock colors) and or with laminate if desired.

Applications that are incomplete, submitted late or that contains false or misleading information will not be admitted in the Competition. Avery Dennison has no obligation to inform Candidates whose applications are inadmissible about this.

Winner Selection

The Competition is a game of skill and chance plays no part in the selection of the winners.

Entries will be judged on the following criteria: the visual transformation between the before and after photos submitted (35%); the quality and skill level of installation (30%); the overall public look and appeal (25%); and the uniqueness of the design (10%).

The entries will be judged by a jury consisting of Barbara Rompato, Mike Reese, Tina Maandag-Sonnenburg, Peter Viegener and Ventsislav Lihachov (the “Jury”). Three (3) winners will be

chosen by the Jury (the “Winners”). In the event of any dispute regarding the Rules or the results and all other matters relating to the Competition, the decisions are final and no appeal shall be admitted nor shall any correspondence be entered into.

The winners will be announced on Facebook, Instagram and LinkedIn on [11 December, 2020], at [17:00 PM CEST].

Prizes

The Winners shall receive a prize as follows:

First place:

- One (1) trophy.
- Two (2) rolls of Avery Dennison Signage material of choice (with the exclusion of Chevron).
- One (1) Avery Dennison application set including spray bottle.
- One (1) set of Avery Dennison Signage color cards and swatch books.

Second place:

- One (1) trophy.
- One (1) roll of Avery Dennison Signage material of choice (with the exclusion of Chevron).
- One (1) Avery Dennison application set including spray bottle.
- One (1) set of Avery Dennison Signage color cards and swatch books.

Third place

- One (1) trophy.
- One (1) Avery Dennison application set including spray bottle.
- One (1) set of Avery Dennison Signage color cards and swatch books.

The prizes are strictly personal and may not be transferred to, assign to or used by a third party.

Prizes are awarded at Avery Dennison’s discretion and no prizes will be awarded as a result of improper actions by or on behalf of any Candidate. Where entries are being judged on creative or artistic merit or other subjective criteria, Avery Dennison reserves the right not to select a winner, and to remove or amend selection criteria and or the structure and operation of the Competition if entries are not of the requisite standard.

Avery Dennison reserves the right to inform the Winner personally and the Winner and the Candidates undertake to keep this information confidential until the official public announcement by Avery Dennison.

Under no circumstances is Avery Dennison responsible for any payment, prize elements or number of prizes beyond the stated prizes and prize amounts listed above. Certain conditions and restrictions for all prize elements listed above may apply. Any additional expenses or items that are not specifically listed in the prize descriptions above and any costs incurred in accepting or using a prize are not included and are the sole responsibility of the Winner. The trophy, rolls of Avery Dennison Signage material and application set including spray bottle and set of Avery Dennison Signage color cards and swatch books will be mailed to the Winners at the address provided in the Entry.

If Avery Dennison is unable to reach a potential Winner at the provided email address within three (3) days, prizes are returned as undeliverable, or a prize winner does not take delivery of the prize within thirty (30) days from the attempted delivery of the prize, the prize may be forfeited and awarded to an alternate winner. Prize may not be transferred or assigned until after the actual Winner has complied with all his or her obligations under these Rules. No cash or other substitution may be made, except at Avery Dennison’s sole discretion, which reserves the right to substitute a prize in whole or in part with another prize of comparable or greater value.

Intellectual Property Rights and Use of Entries

For the purpose of judging the Competition, Candidates grant to Avery Dennison a perpetual, irrevocable, non-exclusive, transferable, sub-licensable, royalty-free worldwide license to any content covered by intellectual property rights, including but not limited to documents, patterns, sketches, artworks, photographs, likeness, illustrations, films, edits and audio recordings submitted to the Competition. Under this license, Avery Dennison is authorized to use all or part of the content, by any means and as often as Avery Dennison deems necessary within the scope of the Competition.

The Candidates guarantee that they hold all intellectual property rights to the content in the entries and have the right to grant the above mentioned license to Avery Dennison.

The Candidates guarantee that the content in the entries does not infringe any third party rights and that it is not subject to any third party claims or actions of infringement or invalidity. Avery Dennison reserves the right to remove any entries based on suspicion of copyright infringement.

Photographs and films shot by Avery Dennison including but not limited to the Candidates and their designs shall be the property of Avery Dennison. Avery Dennison shall have the right to alter the photographs and films at its sole discretion. Avery Dennison shall have the right to use full names and likeness of the Candidates. Avery Dennison shall have the right to publicize the photographs and films in all media without prior approval by the Candidates.

By entering the Competition and accepting the Rules, the Candidates agree that Avery Dennison may use its personal details for the purpose of conducting the Competition. For more information, please see Avery Dennison’s Graphics Solutions’ privacy policy at

<http://graphics.averydennison.com/en/home/legal-and-privacy.html>.

Limitation of Liability

Avery Dennison will not be liable for any loss or damages arising from entering the Competition or in any other way relating to the Competition, except for any liability which cannot be excluded by law.

Avery Dennison cannot be held responsible for any cost associated with winning the prize, else than what is specified in the Rules. If costs such as taxes or loss of income would arise as a

result of winning the Competition, they shall be covered by the Winner.

Governing law and Dispute Resolution

The Competition and the Rules will be governed by Dutch law without regard to choice of law provisions and any disputes hereunder will be subject to the jurisdiction of the courts of Rotterdam, The Netherlands. Candidates accessing the Competition outside of The Netherlands will be responsible for compliance with all local laws.