



**INSTAGRAM CONTEST RULES
« LACOSTE CROCODRAW »**

#CROCODRAW IS HERE. REDESIGN OUR CROCODILE...

HOW TO PLAY?

1. REDESIGN THE LACOSTE LOGO IN YOUR OWN WAY! GET CREATIVE, DRAW OR HAND CRAFT YOUR OWN CROCO
2. POST IT IN YOUR STORIES WITH @LACOSTE & #CROCODRAW TAGS
3. CHECK OUR STORIES TO FIND OUT THE WINNERS! PLEASE CREATE, NOT COPY :)

WE WILL SHARE 1 WINNER PER DAY.

Article 1. Organizing Company

Lacoste SA, a company with a capital of 3,684,000 euros, whose head office is located at 31-37 boulevard de Montmorency in Paris (75016), registered with the Paris RCS under number 403 285 513 (the " Organizer "), organizes a free game without obligation to purchase from March 26, 2020 (18) to April 5, 2020 (midnight) (the " Game ").

Article 2. Conditions of participation

Registration is open to any natural person, regardless of their place of residence (the " Participants "). Any Participant under the age of eighteen (18) must obtain the prior authorization of a parent or a holder of parental authority to participate in the Game, and this one must accept these rules.

Are not authorized to participate, any person having directly or indirectly participated in the design or management of the Game, including the corporate officers and employees of the Organizer and of companies controlled by, or controlling the Organizer (in the sense of Article L. 233-3 of the Commercial Code), as well as members of their families (that is to say, persons from the same tax household) or any person residing under their roof. Proof of identity may be requested. Anyone who does not meet these conditions or refuses to justify them will see their participation canceled and will not be able, in the event of selection, to benefit from their winnings.

Your Participation in the Game implies your unconditional acceptance of these general conditions. Failure to comply with any of its conditions will void your participation.

It is recalled that the Game is not managed, associated with, or sponsored by Instagram, and that people participating and fulfilling the conditions for participation in the Game will only provide information to the Organizer and not to Instagram.

Article 3. Conditions of participation in the Game

To participate, you must have an Instagram account open to the public and follow the Instagram page @Lacoste by clicking on " Like ".

The Game is exclusively accessible on Instagram via the following link: <https://instagram.com/lacoste>

(the "platform").

On March 26, 2020, the Organizer will publish on the Instagram account Lacoste, intended for its subscribers, an explanatory announcement of the Game #Crocodraw. To participate you must:

1. create a visual work around the Lacoste logo (the "Creation"). This Visual Creation may consist of a still image or an animated image.
2. publish your Creation on your Instagram account or in Story by mentioning the @Lacoste account and adding the official hashtag of the Game #Crocodraw,

You can thus publish a different creation each day during the duration of the Game.

During your participation in the Game, you refrain from publishing any publication, the content of which would be (i) harmful, threatening, illegal, defamatory, unauthorized, abusive, abusive, malicious, inciting violence, racial, religious hatred or ethnic, vulgar, obscene, invading privacy or image rights, (ii) invading the privacy of a person, in particular by revealing his address and telephone number or his physical integrity, or moral, (iii) infringing the right holders on brands, texts, photographs, images, videos, etc. (iv) contrary to the general conditions of use of the Platform and in particular constituting contempt of morality, an incentive to carry out certain crimes or offenses, to any provocation or discrimination, to hatred or violence.

Article 4. Designation of Selected Persons and Winners

From March 30, 2020 until April 5, 2020 (inclusive), the Organizer will choose, at its discretion, each day, a person who has proposed the best interpretation of the Lacoste logo, from among the Participants (the "Selected Persons").

On April 7, 2020, the Organizer, at its discretion, will select 3 winners from among the 7 Creations previously selected (the "Winners").

Within 2 days of the selection of the Selected Persons and the Winners, the Organizer will inform them of their winnings by private message on Instagram. The Selected Persons, as well as the Winners will have a period of 2 days from the receipt of this message of announcement of the Prize to confirm their acceptance and send the requested information by e-mail and / or by any other means indicated in the Gain announcement email. Without confirmation from the Selected Persons or the Winners within 2 days of the announcement of the Winning, they will be considered as having renounced their Winning. The Prize will not be attributed to them and may in no case be claimed later. The Selected Person or the Minor Winner will also lose the benefit of the Winner, if he cannot justify to the Organizer, within the deadlines mentioned above, having obtained from a parent or, where applicable, from a holder of the parental authority the authorization to benefit from the Gain.

In the event that a computer bug results in the erroneous delivery of several messages announcing the gain to a single recipient, said recipient will be deemed to have won the gain only once.

Article 5. Description of prizes

The Game allows:

- 7 Participants selected to win a Lacoste polo shirt (REF L1212-00) worth 95 euros VAT included,
- the Participant in the third position in the competition to win a Lacoste Berlin watch with analog & digital display (REF 20200135) net worth 129 euros VAT included,
- the Participant in the second position in the competition to win a Unisex Lacoste Live Water-Resistant Pullover Windbreaker (REF BH4158-00) net worth 240 euros VAT included,
- the Participant in the first position in the competition to win a Lacoste L12.12 Casual leather backpack with embossed marking (REF NH2651C) net worth 350 euros VAT included.

For more detail regarding the prizes, please consult the website www.lacoste.com/crocodraw. Winners and Selected Persons can choose the size and color of their prize, subject to availability. Prizes cannot be exchanged, particularly against cash, other goods or services of any nature whatsoever.

The Organizer may, in the event of an event beyond its control, modify or vary the conditions of the Game and / or replace the prizes, with an endowment of equivalent nature or value, without this giving rise to any

compensation or indemnity of any kind. The Selected Persons and the Winners will be kept informed of any changes as soon as possible.

Article 6. Personal Data of Participants

Information relating to Participants is collected and used by The Organizer (including in particular Lacoste Operation SA and Lacoste SA) as well as, where applicable, by its subcontractors or service providers, in the context of your Participation and in particular, the management of the Selected Persons and the Winners, the prizes distribution, the organization and realization of the Game and to satisfy legal and regulatory obligations. Your data is kept until the date of designation of the Selected Persons, with the exception of that of the Selected Persons and the Winners, which will be kept until December 31, 2020.

In accordance with the regulations on the protection of personal data, you have the right to access, oppose, rectify, portability and delete your data at any time by sending your request by email. to the following address: dataprotection@lacoste.com or by post to the attention of the Legal Department - DPO at the following address: 31-37 Boulevard de Montmorency, 75016 Paris, accompanied by a photocopy of your proof of identity. If you exercise your right to delete your data before the end of registration, you will be deemed to renounce your participation. Finally, you have the right to lodge a complaint with a supervisory authority.

Article 7. Intellectual property

Reproduction, representation or exploitation of all or part of the elements making up the Game, including these general conditions, are strictly prohibited. The brands, logos, texts, images, videos and other distinctive signs reproduced by the Organizer on the Platform are the exclusive property of their owners and are protected as such by the provisions of the Intellectual Property Code for the whole world. With the exclusion of the use of the Lacoste Logo by the Participants under the conditions provided for in these rules, any unauthorized reproduction, total or partial, of these brands, logos and signs constitutes an infringement liable to criminal penalties.

Your participation in the Game, and in particular the publication of your Creation and the addition of the @Lacoste and #CROCODRAW mentions entails the automatic and free transfer of copyright on said creation for the benefit of the Organizer, including the right to reproduction, the right of adaptation and the right of representation. The Organizer will then be free to use and reproduce the Creations of the Participants, for the legal duration of protection of intellectual property rights, and for the whole world, on the Organizer's websites, newsletters and other communication media internal, and the official Lacoste Instagram page.

Article 8. Responsibility of the Organizer

The Organizer cannot be held responsible and no recourse can be brought against it in the event of events having the characteristics of force majeure (strikes, bad weather ...) (i) requiring it to cancel all Participations, shorten, extend, postpone the duration of the Game or modify the conditions thereof, and / or (ii) depriving you of the possibility of participating in the Game, and / or (iii) depriving the Selected Persons or Winners of the profit of their Gain.

The Organizer is not responsible in the event of a malfunction of the Internet network, computer virus, external attack, fraud, technical failure preventing access to the registration form or its sending. The Organizer reserves the right, in this case, not to award the Winnings and / or to prosecute before the competent courts the authors and / or accomplices of these frauds. The Organizer may cancel all or part of the Game if it appears that fraud has occurred in any form whatsoever, in particular by computer in the context of participation in the Game. It reserves the right, in this case, the right not to award the winnings to fraudsters.

In addition, the Organizer can in no way be held responsible in the event of the publication of a Creation by the Participant, infringing an intellectual property right of a third party.

Article 9. Applicable law and competent court

These General Conditions are governed by French law. Any complaint must be sent to the Organizer's customer service within one month of the end of the Game. After this date, no complaint will be accepted. Except in the case of manifest errors, it is agreed that the information resulting from the Organizer's gaming systems has probative force in any dispute as to the connection elements and the computer processing of said information relating to the Game.