

TERMS AND CONDITIONS OF THE “LUCKY DAYS 2026” CONTEST

ARTICLE 1 – PREAMBLE

POINT S DEVELOPMENT, a French *société par actions simplifiée* (SAS) with capital of 418,000 euros, registered with the Trade and Companies Register of Lyon under number 491 028 627 00025, with its registered office at 9 rue Curie, 69006 Lyon, France – (hereinafter referred to as the “Organising Company”), has decided to organise a contest in several countries, subject to a purchase requirement, as part of a promotional campaign for the sale of tyres (hereinafter referred to as “Lucky Days 2026” or the “Contest”), rewarding customers in accordance with the terms and conditions set out below.

ARTICLE 2 – PURPOSE

The purpose of these terms and conditions is to set out the rules applicable to the “*Lucky Days 2026*” campaign. Failure to comply with the conditions of entry set out in the terms and conditions will result in the entry being declared invalid.

Participation in the contest implies full, complete and unreserved acceptance of these terms and conditions.

ARTICLE 3 – CAMPAIGN DURATION, GEOGRAPHIC AREA AND ANNOUNCEMENT

Lucky Days 2026 will take place during the following periods:

- **From 1 September 2026 to 30 September 2026 inclusive** in the following countries: Denmark, Finland, Norway, Poland, Sweden, the United Kingdom and South Africa.
- **From 15 September to 15 October 2026 inclusive** in the following countries: Germany, Hungary and Slovenia.
- **From 1 October 2026 to 31 October 2026 inclusive** in the following countries: Belgium, the Czech Republic and Slovakia.
- **From 1 November 2026 to 30 November 2026 inclusive** in the following country: Bulgaria.
- **From 1 December 2026 to 31 December 2026 inclusive** in the following country: Italy.

The campaign is advertised in all participating points of sale using a promotional kit comprising a counter display, leaflets and a window sticker.

The Organising Company has obtained all the authorisations required under certain national laws, notably in Hungary, Italy and Poland.

ARTICLE 4 – REGISTRATION AND PARTICIPATION CONDITIONS

4.1. Registration conditions

To be eligible to take part in the contest, all entrants must meet the following conditions:

- You must be a natural person of legal age, aged 18 or over and resident in one of the countries where the contest is taking place. Entry is limited to one entry per household (same name, same postal address and/or same email address) per day. However, only one prize will be awarded per person for the entire Contest, regardless of how many times the participant has entered.

We reserve the right to take legal action in the event of suspected or proven fraud.

- Customers may not be affiliated with a point of sale. The following are excluded: employees and managers of the point of sale, members of the Point S network, and members of companies involved in preparing the campaign, printing the promotional materials and organising the promotional campaign.
- The customer must not be subject to any sanctions (administrative and/or criminal) of a national or international nature; it is hereby specified that if it transpires that the participant's bank account has been classified as belonging to a person subject to such sanctions, the Organising Company reserves the right to refuse to issue a reimbursement.

4.2. Participation conditions

To take part, customers must comply with all the conditions set out below.

a. Purchase Michelin tyres after receiving the text message

In the run-up to the launch of the "Lucky Days 2026" campaign, Point S will send text messages using targeted and precise databases purchased through Mediakeys, the company managing the "Lucky Days 2026" text message campaign.

This text message, containing details of the campaign, will invite the recipient to click on the link to the contest website to find out if they have won a prize. If they win the prize, they will be invited to visit one of the participating Point S points of sale to purchase two Michelin tyres before 31 December 2026.

Any winning customer wishing to claim their prize must provide proof of purchase. Please note that the only form of proof accepted is an invoice in the participant's full name, issued during the promotional period. It is therefore the responsibility of any customer wishing to be reimbursed to provide the relevant invoice within the validity period of the voucher, upon receipt of the email confirming their win, which is sent once the prize has been identified.

b. Purchase Michelin tyres prior to the campaign

The Contest is open to any customer who has purchased at least two (2) Michelin tyres at a participating Point S point of sale between the following dates:

- **1 September 2026 and 30 September 2026 inclusive** in the following countries: Denmark, Finland, Norway, Poland, Sweden, the United Kingdom and South Africa.
- **15 September 2026 and 15 October 2026 inclusive** in the following countries: Germany, Hungary and Slovenia.
- **1 October 2026 and 31 October 2026 inclusive** in the following countries: Belgium, the Czech Republic and Slovakia.
- **1 November 2026 and 30 November 2026 inclusive** in the following country: Bulgaria.
- **1 December 2026 and 31 December 2026 inclusive**, in the following country: Italy.

The Michelin tyre ranges eligible for this campaign are the passenger car, 4x4, commercial vehicle, summer, winter and all-season ranges.

When customers scan the QR code at the point of sale and/or go directly to the contest webpage (www.lucky-days.point-s.com), they will gain access to a scratch card game, which involves using their finger or mouse to scratch a designated area and find out if they have won one of the prizes on offer. If they win a prize, they will be invited to complete their purchase and provide proof of purchase by 31 December 2026 inclusive via the link sent in the prize confirmation email.

Any customer wishing to take part is advised that any withdrawal of winnings is subject to proof of purchase. Please note that the only form of proof accepted is an invoice in the participant's full name, issued during the promotional period. It is therefore the responsibility of any customer wishing to take part in the contest to download and keep the invoice in question.

c. Entry form

Any customer wishing to take part in the contest must click on the link received by text message prior to the campaign.

Any customer wishing to take part in the contest can also scan the QR code on the promotional display available at the points of sale or visit the contest website at www.lucky-days.point-s.com

To be valid, the form must be completed by the customer and must include all of the following information:

- Gender
- Surname
- First name
- Mobile phone number
- Email address
- Address / Postcode / Town
- Country

Any entry form that has not been completed in full by the entrant, or that contains illegible or incorrect information (including bank details for winners), will be declared invalid and will not entitle the entrant to a prize.

Participants must upload a proof of purchase within the validity period of the voucher, which runs until 31 December 2026 inclusive. The proof of purchase must be fully legible and include the information listed above.

d. Confirmation of participation

Having read these terms and conditions in full, participants expressly consent to the processing of their personal data in connection with the Contest. This consent will be given by ticking the two following boxes on the form:

- ☐ I confirm that I have read and accepted all the terms and conditions and that I meet the eligibility criteria for taking part.
- ☐ I agree that my personal details may be shared with Point S so that I can receive marketing information from them.

If the participant has not ticked the first box, their entry will be deemed invalid and they will therefore be unable to submit their form. The collection and processing of the participant's personal data are necessary for the organisation of the Contest. Please note that the participant is free not to tick the second box.

If it appears that fraud has taken place in any form whatsoever, and in particular if the same person has entered the contest several times on the same day or if a person has attempted to win multiple prizes over the course of the campaign, while only one prize is permitted per person and per household, the Organising Company reserves the right to completely cancel the participation of those found to have committed fraud.

e. Reimbursement request

In order to receive a reimbursement, the customer must visit the website, the link to which will have been sent by email, and enter the following details:

- Email address confirmation
- Name and town of the Point S point of sale
- Date of purchase of the tyres
- Invoice for their purchase
- Bank details including the exact first name and surname associated with the bank account.

To complete their reimbursement application, they will need to tick the following box:

- o I hereby certify that the information provided is accurate and that the proof of purchase submitted relates to the purchase of two or four Michelin tyres at a Point S point of sale.

For the reimbursement claim to be accepted, the customer must upload valid proof of purchase, showing the participant's first name and surname, issued during the promotional period. This invoice must be downloaded within the validity period of the voucher, upon receipt of the email confirming the prize. Similarly, if the document provided as proof of purchase is illegible or incorrect (e.g. the participant's first name and surname do not match the name on the invoice) or is simply not submitted within the voucher's validity period, then the participant's entry will be cancelled and their participation will not entitle them to a prize.

Should the invoice not be in order, Point S will contact the customer. Upon receipt of this email, the customer will have a further 15 working days to provide valid proof of purchase. After this deadline, the customer's entry will be permanently cancelled.

"Lucky Days 2026" are exclusively reserved to Point S network customers who live in one of the following countries: South Africa, Germany, Belgium, Bulgaria, Denmark, Finland, Hungary, Italy, Norway, Poland, Slovakia, Slovenia, Sweden, the Czech Republic and the United Kingdom.

ARTICLE 5 – PRIZES AND ALLOCATION OF WINNINGS

For "Lucky Days 2026", Point S is offering a total of 671 reimbursements (except in Italy, where prizes will take the form of an Edenred gift card), broken down as follows:

<u>Allocation of vouchers:</u>	
Germany	60
Belgium	27
Bulgaria	41
Denmark	27
Finland	27
Hungary	47
Italy	60
Norway	65
Poland	65
Czech Republic	27

Slovakia	35
Slovenia	35
Sweden	35
United Kingdom	60
South Africa	60

Total number of reimbursements: 671

These reimbursements are broken down by country as follows:

- **Germany, Italy, the United Kingdom and South Africa:** 35 reimbursements of €50 / £45 / 950ZAR, 15 reimbursements of €75 / £70 / 1450ZAR and 10 reimbursements of €100 / £90 / 2000ZAR.
- **Belgium, Denmark, Finland, the Czech Republic:** 14 reimbursements of €50 / 400kr / 1225 Kč, 8 reimbursements of €75 / 675kr / 1850 Kč and 5 reimbursements of €100 / 750kr / 2500 Kč.
- **Bulgaria:** 25 reimbursements of €50, 10 reimbursements of €75 and 6 reimbursements of €100.
- **Hungary:** 30 reimbursements of 18 000FT, 12 reimbursements of 26 500FT and 5 reimbursements of 40 000FT.
- **Norway and Poland:** 40 reimbursements of 575kr / 250PLN, 15 reimbursements of 850kr / 350PLN and 10 reimbursements of 1200kr / 450PLN.
- **Sweden, Slovakia and Slovenia:** 20 reimbursements of €50 / 550kr, 10 reimbursements of €75 / 850kr and 5 reimbursements of €100 / 1100kr.

The registration website www.lucky-days.point-s.com will remain live and accessible to participants until the end of the campaign, the dates of which are set out in Article 3.

Under certain national regulations, the awarding of a prize may result in the winner being liable to pay a tax or levy. The Organising Company shall not be liable for any taxes or charges which, in accordance with national regulations, are levied on the winner. This is particularly the case in Hungary, Poland, Slovakia and Slovenia.

If the customer has registered by the specified date and time of a prize draw, their registration details will be verified within 15 working days and, if compliant, the winner will then be credited within a maximum of 6 to 8 weeks.

This procedure applies to all participating countries. The beneficiary's first name and surname as shown on the invoice must be identical to those given on the registration form.

The Organising Company will not issue reimbursements by any means other than bank transfer, except in the case of Italy, where the prize will be awarded in the form of an Edenred gift card; the participant fully acknowledges and accepts this.

The winner must comply with the terms and conditions. While participants may play once a day throughout the duration of the contest, they may only win one prize during the entire duration of the contest. If it transpires that the winner does not meet the criteria set out in these terms and conditions, their prize will not be awarded to them and will remain the property of the Organising Company. If, after the winner's details have been recorded, there appears to be any doubt as to the accuracy of the contact details provided, the Organising Company reserves the right to request any supporting documents verifying the winner's name, address and telephone number, or any confirmation of their bank details. Failing this, these details will

be deemed invalid, will not entitle the participant to receive the prize, and the prize will remain the property of the Organising Company.

ARTICLE 6 – LUCKY DAYS CAMPAIGN COMMUNICATION

At the end of the "Lucky Days 2026" campaign, information will be published which may include photographs of the point of sale and of the winner(s), and may include their surname, first name and country of residence, without this conferring upon them the right to any remuneration, right or benefit whatsoever other than the award of the prize in question.

Participants will grant this authorisation to disclose information / consent by completing the "Lucky Days 2026" form and by ticking the relevant box to accept the terms and conditions as summarised in the point of sale advertisement and set out in full in the contest terms and conditions, which are available at each Point of Sale.

ARTICLE 7 – PERSONAL DATA

In accordance with French Law No. 78-17 of 6 January 1978 on personal data protection, as amended (known as the French Data Protection Act), and the General Data Protection Regulation No. 2016/679 of 27 April 2016 (GDPR), participants are informed that the Organising Company, as the data controller, processes the personal data of participants in the Contest.

The Organising Company has appointed a Data Protection Officer (DPO), who can be contacted at dpo@points-development.com.

The purpose of collecting and processing data is to organise the "Lucky Days 2026" promotional campaign and to publicise this campaign, as well as to send marketing communications across the entire Point S network in the country in which you took part. This processing is based on the participant's consent.

In this regard, participants give their free and informed consent for the Organising Company to collect their personal data when they participate in the Contest.

The participants' personal data refers to the following: Surname, First name, Email address, Mobile phone number, Address / Postcode / Town, Country. The following additional data will be collected from the winners: Name and town of the Point S point of sale, the proof of purchase and proof of bank details.

The collection of this data is necessary for the organisation of the Contest and for communications relating to the Contest.

The personal data collected is intended exclusively for POINT S DEVELOPMENT (marketing and network coordination department), the point of sale where the purchase was made, and Empreinte Conseil (28 rue Barodet, 69004 LYON) for the administration of prizes, and may not be used by any third party.

It is hereby stated that the data controller uses the services of a sub-contractor acting as a data processor to handle the personal data provided on the entry forms, in particular for the purpose of managing prizes paid by bank transfer as part of this promotional campaign. This sub-contractor is Empreinte Conseil (28 rue Barodet, 69004 LYON), a company specialising in communications and operational marketing, network management, sales promotion and digital services.

Participants' personal data will be retained in Europe for a maximum period of 36 months, in accordance with local regulations, from the date of collection, unless consent is withdrawn (with the exception of bank details, which will be destroyed within a maximum of 90 days following the end of the operation), without prejudice to the rights held by each participant regarding any instructions they may have set out concerning the handling of their personal data following their death.

In accordance with the French Data Protection Act of 6 January 1978, as amended, and the GDPR, each participant has the right to access, rectify, erase and transfer the personal data concerning them, as well as the right to request limited processing, subject to the conditions and limitations set out in the regulations. Each participant also has the right to withdraw their consent to the processing of their personal data. In accordance with Article 40-1-II of the Data Protection Act of 6 January 1978, as amended, participants may provide the Organising Company with specific instructions regarding the handling of their personal data following their death.

These rights may be exercised by contacting the Organising Company at the address given at the beginning of these terms and conditions, or by email at dpo@points-development.com. The exercise of rights by a participant may result in further processing of personal data.

If consent is withdrawn before the end of the Campaign, the participant forfeits their right to take part.

Participants have the right to lodge a complaint with the French Data Protection Authority (*Commission Nationale de l'Informatique et des Libertés - CNIL*) or any other relevant local organisation in this field.

Having read these terms and conditions in full, participants expressly consent to the processing of their personal data as part of the Contest. This consent will be given by ticking the relevant checkbox on the online form:

- ☐ I confirm that I have read and accepted all the terms and conditions and that I meet the eligibility criteria for taking part.
- ☐ I agree that my personal details may be shared with Point S so that I can receive marketing information from them.

ARTICLE 8 – MISCELLANEOUS

8.1 – Liability

Participation in the Contest is entirely the responsibility of the participants; in particular, they shall be solely liable for paying tax on any winnings received.

POINT S DEVELOPMENT shall not be held liable in any way if, in the event of force majeure or circumstances beyond its control (including, in particular, technical or IT problems, among others) that disrupt the organisation and management of "Lucky Days 2026", it is forced to cut short, extend, postpone, amend or cancel this campaign promoting the sale of tyres.

The Organising Company shall also not be held liable in the event of a change in the applicable law in the country from which the Contest is entered, coming into force after the launch of the Contest. The Organising Company is not bound by any obligation to achieve a specific result.

The Organising Company may cancel or suspend all or part of the Contest if it appears that fraud has taken place in any form whatsoever in connection with participation in the Contest. In such circumstances, it reserves the right not to award prizes to those found to have committed fraud.

In any event, if the smooth administrative and/or technical running of the Contest is disrupted by a virus, a computer bug, unauthorised human intervention or any other cause or event beyond the Organising Company's control, the Organising Company reserves the right to suspend the Contest.

No claims for reimbursement may be made to the Organising Company, in particular for internet connection costs.

8.2 – Governing law

The "Lucky Days 2026" and these terms and conditions are governed by French law.

Any disputes relating to the validity, interpretation and enforcement of these terms and conditions shall fall within the exclusive jurisdiction of the Commercial Court of Lyon, France.

ARTICLE 9 – TERMS AND CONDITIONS

These terms and conditions are available free of charge on the contest website at the following address: www.lucky-days.point-s.com