

DIESEL

RULES FOR THE PRIZE CONTEST “DIESEL X La Casa De Papel”

Promoting Company

Prize contest promoted by **DIESEL S.p.A.** with registered office in **Via dell’Industria, 4/6 – 36042 Breganze (VI)** - VAT and tax code no. 00642650246.

Name

DIESEL X La Casa De Papel

Type

“Rush and win”-style contest with prize draw.

Period of duration

Pre-campaign publicity starts **11/07/2019**.

From **2pm** on **19/07/2019** until **1.59pm** on **08/08/2019**.

Announcement of winners and final draw by **06/09/2019**.

Purpose of the promotion

This contest aims to promote the brand awareness and image of the Promoting Company and its products.

Entitled participants

Participation in the contest is reserved for individuals over 18 years of age who register on the dedicated website at the address www.diesel.com/jointheband

Employees and partners of the Promoting Company and all those involved in the organisation and management of the contest are excluded from participation in this prize contest.

No product purchase is necessary and taking part is free, aside from the normal cost of connecting to the Internet, on the basis of rates usually applied by the operator towards individual contest participants, and the sending of a fax, which are requirements for taking part.

Participation instructions

“Rush & win”

To take part in the event, all users (see "Entitled participants" section) must, during the contest, taking place between 2pm on 19/07/2019 and 1.59pm on 08/08/2019, visit the dedicated contest page www.diesel.com/jointheband and follow the instructions to download and print the contest form.

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All parts of the form must be filled in (if any information is incomplete and/or illegible, the form will be deemed null and void), and sent by fax to +39 02 31037540.

The first 150 participants to send their forms by fax will receive an original red Diesel jumpsuit, as worn by the actors during the production of the series La Casa De Papel.

Final draw

For all participants not among the first 150 to send a fax and so win a jumpsuit, there will be a prize draw for one Diesel t-shirt.

However, it should be noted that:

- taking part in the contest is free, aside from the normal costs of an Internet connection and of sending a fax, both requirements for taking part;
- the Promoting Company assumes no responsibility for access issues, impediments, malfunctions or difficulties with technical devices, computers, phone lines, cables, electronics, software, hardware, transmission, logins, Internet connections or phone lines that may impede participation in this contest;
- the fax machine that logs participation in the contest is located in Italian territory and uses software to monitor and record in real time when the faxes are received.

Competitors must provide correct and truthful personal information, and the Promoting Company reserves the right to ask winners for their ID in order to validate the win.

Otherwise the win will be nullified.

Prize awarding method and date

By 06/09/2019, in the presence of a notary or a Chamber of Commerce official with territorial jurisdiction, the 150 winners of the "rush & win" contest will be announced.

Rankings will be compiled listing the first 150 participants to send the form correctly filled in, as well as the forms themselves, on which will be logged the time of receipt of the fax.

At the same time, a draw will take place in order to select one form from all those received during the period of the contest, but that did not win.

The draw will award one Diesel t-shirt.

As well as the winner, 3 reserves will be drawn to be used in order of selection in the event that the winner is untraceable, provided incorrect or false personal data, or forfeits for any reason whatsoever.

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Description of prizes to be won

TOTAL PRIZE VALUE TABLE

Q.TY	PRIZE DESCRIPTION	SINGLE PRIZE VALUE EXCLUDING VAT	SINGLE PRIZE VALUE INCLUDING VAT	TOTAL PRIZE VALUE EXCLUDING VAT	TOTAL PRIZE VALUE INCLUDING VAT
150	Red Diesel jumpsuits	102.46	125.00	15,368.85	18,750.00
1	Diesel t-shirt	32.79	40.00	32.79	40.00
	TOTAL PRIZE VALUE			15,401.64	18,790.00

The winners who are awarded one of the 150 original red Diesel jumpsuits, worn during the production of the series La Casa De Papel, cannot choose the size.

The winner of the Diesel t-shirt will be able to choose the size, but the design and colour will be at the complete discretion of the Promoting Company.

Prize market value

The market values of the prizes recorded in the table are to be understood as of today's date and at the value of the retail price to the general public.

Notification of success and awarding of prizes

The winners will be notified via the phone number/email address provided on the submitted form.

As provided for by article 1, paragraph 3 of Italian Presidential Decree No. 430/2001, prizes, which may not be converted into "gold tokens", will be received within a maximum period of 180 days from the date of allocation.

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The winners are not entitled to concede their prizes to third parties.

The Promoting Company does not assume any responsibility if, when ordering the prizes, these have undergone alterations, and updates to shapes and/or materials, with regard to the model promised, or if these are no longer being produced/marketed. In such circumstances, the Promoter undertakes to deliver a prize that is the same in nature and/or in type both in terms of performance and market value.

Once the prize has been accrued, the winner shall in no way be able to demand that the prize indicated, and originally portrayed in the advertising material previously presented to him/her, be delivered in precisely the same shape, brand, model and colour if, at the time of request, it is not available in the catalogue and/or on the market.

Participation in the prize contest

Participation in the prize contest entails the complete and unconditional acceptance of the clauses contained in these rules by the participant without any limitations.

Withdrawal of commitment or alteration of rules

The Promoting Company may revoke or alter the rules of this prize contest for just cause, pursuant to and in accordance with article 1990 of the Italian Civil Code, providing the promisee with prior notice in the same form or in an equivalent form.

Payment of IRPEF tax

The Promoting Company commits to pay the Italian IRPEF tax (personal income tax) in accordance with the law and at a rate of 25% calculated on the normal value of the prizes net of VAT.

Waiver of the right to compensation

The Promoting Company immediately waives the right to compensation of the Italian IRPEF tax payment.

Advertising of the Contest and its Rules

The contest will be advertised through social network channels.

The full contest rules will be published on the website www.diesel.com/jointheband

Non-Profit beneficiary

Pursuant to article 10, paragraph 5 of Italian Presidential Decree No. 430/2001, unrequested or unassigned prizes, other than refused ones, will be transferred to the non-profit organisation Only The Brave Foundation, with registered office in Breganze (VI), Via dell'Industria, 2, tax code 91026690247.

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Processing of Personal Data

Pursuant to art. 13 of European Regulation 679/2016 (“GDPR”), the company DIESEL S.p.A. with registered office in Via dell’Industria, 4/6 – 36042 Breganze (VI), states that the personal data collected for this initiative will be processed, by the personnel responsible or appointed, solely for the purposes of participation in this prize contest. Regarding the aforementioned purposes, personal data may be processed using printed, software tools or telematic tools. Data provision is optional, but it will not be possible to enter the contest in the absence of the minimum data required for the awarding of prizes.

The data controller is DIESEL S.p.A. with registered office in Via dell’Industria 4-6, 36042 Breganze (VI).

The interested party has the right to request the modification or deletion of his/her data by writing to the data processor at privacy@diesel.com

The interested party has the right to make a complaint to the presiding supervisory authority as per art. 77 of the GDPR (General Data Protection Regulation) if he/she believes his/her data has not been processed in line with current regulations.

Data processing will last for the period necessary for the management of the contest and the retention of records provided for by the regulations concerning prize contests and events, as well as by applicable laws and regulations regarding tax matters.

Milan, 26 June 2019

DIESEL S.p.A.