

## **A Better Life in Motion video clip challenge Contest**

### **TERMS AND CONDITIONS**

The promoter of this **A Better Life in Motion video clip challenge** contest (“Contest”) is Michelin AIM FZCO, a company incorporated under the laws of the Dubai Airport Free Zone Authority, having its registered address at Dubai Airport Free Zone, Office 201, Building 8WA, Dubai, UAE (hereinafter referred to as “Michelin”).

#### **Contest Rules:**

- This Contest is open to those residing in the following countries aged 18 years or over: Africa and Middle-East.
- Only one entry will be accepted per person. Multiple entries from the same person will get the participant disqualified.
- Entry for the Contest starts on March 1<sup>st</sup>, 2023 and ends by March 31<sup>st</sup>, 2023 at 23:59 GST. After this date no further participation to the competition will be permitted.
- Michelin employees from Marketing, Communication, Digital teams and their authorized distributors/promotional agencies, and affiliated influencers are not allowed to participate in the competition and will be automatically disqualified.
- Participants shall follow the below steps to be eligible for entry in the competition:
  - For those located in Middle-East and North Africa:
    - Create a short video clip or photo under “A Better Life in Motion” theme.
    - Integrate wording “A Better Life in Motion” as a mandatory signature scene in a video clip or photo with freestyle format such as writing, typing, showing a sign, drawing on a wall, etc.
    - Post the video clip or photo on their public Facebook, Instagram or TikTok accounts, clearly tagging @MichelinArabia, @MichelinMaghreb and @Michelin on TikTok for MENA, and using the 3 hashtags: #MotionForLife #ABetterLifeInMotion #ABetterLifeWithMichelin.
    - Visit (<https://middle-east.michelin.com/en/michelin-brand-campaign>), fill in the form and submit before the deadline of the competition.

For those located in Sub-Saharan Africa:

- Create a short video clip or photo under “A Better Life in Motion” theme.
- Integrate wording “A Better Life in Motion” as a mandatory signature scene in a video clip or photo with freestyle format such as writing, typing, showing a sign, drawing on a wall, etc.
- Post the video clip or photo on their public Facebook, Instagram or TikTok accounts, clearly tagging @MichelinRSA and @Michelin on TikTok for Sub-Saharan Africa, and using the 3 hashtags: #MotionForLife #ABetterLifeInMotion #ABetterLifeWithMichelin.

- Visit (<https://www.michelin.co.za/michelin-brand-campaign>), fill in the form and submit before the deadline of the competition.

### **Contest Winners:**

- Michelin will pick one Top Winner who will be winning a Lifetime Tyre Supply of MICHELIN tyres, and 10 2<sup>nd</sup> Rank Winners who will each be winning a Tablet Voucher worth 500 USD.
- The Lifetime Tyre Supply and the Tablet Voucher are both subject to, and are strictly defined as per the terms and conditions of the Contest Prizes Section.
- The winners will be chosen by the brand in the following method:
  - i) Gather all the submissions from the landing page
  - ii) Checking if the video has tagged the brand and is using all three hashtags
  - iii) Checking if the video contains “A Better Life in Motion”
  - iv) Shortlisting a minimum of 11 videos that will be eligible for the prizes (according to the terms and conditions)
  - v) Manually inputting the names of the participants in an online random name picking tool
  - vi) Pick 1 Top Winner and 10 2<sup>nd</sup> Ranked Winners
  - vii) Announce and reach each winner for the prize delivery
  - viii) Take a photo or video of the top winner for post-event competition.
- The winner of the Contest will be contacted via their social media account or e-mail or mobile phone, within 30 days after the announcement of the winner on April 15<sup>th</sup>, 2023. If the winner cannot be contacted or does not claim the prize within 2 weeks of notification, we reserve the right to withdraw the prize from the winner and pick the new winner.
- Michelin will notify the winner when and where the prize can be collected or delivered.
- Upon claiming the prize, the winner must present a proof of identity (ID or passport with residence permit).
- Michelin’s decision in all matters to do with the competition will be final and no correspondence will be entered into.

### **Contest Prizes:**

- For the Top Winner: A “Lifetime Tyre Supply”
  - A Lifetime Tyre Supply shall mean, for the purpose of this Contest, one set of MICHELIN tyres for every 3 years;
    - One set of MICHELIN tyres = 4 tyres
    - One set of MICHELIN tyres to be delivered within 30 days after completing CRM registration
  - The winner must own a car.

- Fitment and additional expense are excluded.
- The winner must provide necessary information in order to register their profile in MICHELIN's CRM system.
- The MICHELIN tyre warranty terms and conditions are applied.
- Procedure:
  - The winner will be registered in our CRM database system as a free lifetime tyre supply privilege.
  - Every new tyre set, the winner raises their tyre needs by writing an e-mail to [info.mena@michelin.com](mailto:info.mena@michelin.com) upon to conditions.
  - Consumer Care provides a recommended Dealer and available tyre model/size.
  - Consumers Care arranges appointment or sends query to a selected Dealer.
  - The Dealer invoices Michelin back.
  - Michelin pays tyre costs to the selected Dealer.
- The 2<sup>nd</sup> Rank Winners: Tablet Vouchers worth 500 USD

**\*What is Tablet?**

Tablet is all about discovering the world's most exciting hotels — places where you'll find a memorable experience, not just a room for the night. MICHELIN made Tablet the official hotel selection of their legendary MICHELIN Guide - setting a very high standard for hotels world-wide.

You can book thousands of incredible hotels in a hundred different countries — hotels of any price, and many personalities.

Tablet shows you only the hotels that are worth your time — hotels that will contribute something meaningful to your journey, regardless of your budget. It's about saving you hours of research and showing you a hotel, right from the start, that lives up to every one of your expectations. It is about providing hospitality long before your trip begins and an unforgettable backdrop when it finally arrives.

- Gift card expires December 31, 2027.  
Gift card can be used towards any reservation confirmed on Tablet Hotels.  
Gift card cannot be applied to stays that have not been booked through Tablet Hotels.
- Gift card must be redeemed through Tablet Hotels prior to your check-in date.
- Website Terms: <https://www.tablethotels.com/en/terms>.
- Privacy: <https://www.tablethotels.com/en/privacy>.
- Participating hotels: <https://www.tablethotels.com/plus-list> —> this is a living list of participating hotels; hotels and benefits are subject to change at any time.
- If the Contest prize's tyre model and size are not available in the respective territory, Michelin may provide an alternative offer at on par or at an equal value, taking into account what is available in the country in which the winner is located.
- Any additional costs such as tyre fitment, or alignment are excluded.
- The prizes cannot be exchanged with cash or cash equivalents.
- The prizes are non-transferable and are not redeemable for other alternative prizes.

**General Terms & Conditions:**

- By entering this competition, the contestant is indicating his/her agreement to be bound by the entire terms and conditions of this Contest.
- The winner agrees to the use of his/her name in any publicity material, as well as their entry, as well as the storage of their personal information in the Michelin consumer database.
- The contestants' entry into this Contest and acceptance of their selection shall imply their consent to the collection and storage of their personal information, as provided by them, into the Michelin consumer database for internal business or marketing purposes, which shall include without limitation, direct marketing activities.
- Michelin shall have the right, at its sole discretion and at any time, to change or modify these terms and conditions, such change shall be effective immediately upon posting

For MENA: <https://middle-east.michelin.com/en/michelin-brand-campaign>

For Sub-Saharan Africa: <https://www.michelin.co.za/michelin-brand-campaign>

- Michelin reserves the right to cancel this Contest at any time.