

TERMS & CONDITIONS LEASE A BIKE SWEDEN - PART OF THE TOUR DE FRANCE 2024

1. General

1.1. These action terms and conditions (hereinafter the “Action Terms”) apply to the Part of the Tour de France action (hereinafter the “Action”). The Promotion is organized by and for the promotion of Lease a Bike, part of Bike Mobility Services Sweden AB with the address Ingenjörsgatan 8, 411 19 Göteborg, Sverige (“BMS”).

1.2 BMS is the legal entity responsible for all collection and all processing of your personal data in connection with this Lease a Bike Promotion. BMS is part of Pon Holdings B.V. and its affiliated companies (“Pon”). BMS and Pon are committed to respecting and protecting your privacy and the protection of the personal data you share with us.

1.3. The Promotion is promoted through direct emails to companies that are customers of BMS during the Promotion and through the Campaign page on the Lease a Bike website (<https://www.leaseabike.se>). In addition, the Promotion will also be promoted on Lease a Bike’s Instagram, LinkedIn and Facebook pages (hereinafter the “Social Media Pages”). Instagram, Facebook and LinkedIn are not involved in or responsible for the Promotion. The Promotion is not sponsored, endorsed and/or administered by Instagram and/or Facebook. Instagram and/or Facebook are not otherwise connected and/or liable to/for the Promotion in any other way.

1.4. Although the Promotion is promoted in the email newsletter of and on Yellow B. Cycling B.V.’s Instagram, LinkedIn and Facebook pages (“Team Visma | Lease a Bike”) (https://www.instagram.com/teamvisma_leaseabike/, <https://www.facebook.com/vismaleaseabike/>, <https://www.linkedin.com/company/teamvismaleaseabike/>), Team Visma | Lease a Bike as an organization is not involved in or responsible for the Promotion. The Promotion is not sponsored, endorsed and/or administered by Team Visma | Lease a Bike. They are in no other way associated and/or liable with/for the Promotion.

2. Who can participate?

2.1. Participation in the Promotion is open exclusively to companies that are customers of BMS or have become customers within the stipulated promotion period (hereinafter referred to as “Participants”).

2.2. By participating in the Promotion the Participant agrees to these Promotional Terms and Conditions.

2.3. Excluded from participation in the Promotion are companies whose products, goods or services compete with those of any (other) sponsors of Team Visma | Lease a Bike (to be determined at the sole discretion of BMS and without being required to provide any further justification), or with whom Team Visma | Lease a Bike or any of its sponsors (including BMS) do not wish to be associated in order to protect their honor and reputation (to be determined at the sole discretion of BMS and without being required to provide any further justification).

3. How and when can you participate?

3.1.1. The Promotion starts on 29 May 2024 at 00:01 a.m. and ends 12 June 2024 at 17:00 p.m. (hereinafter: the “Promotion Period”). During the Promotion Period, Participants can sign up to participate in the Promotion for a chance to be featured in the Tour de France with the company logo. This is done by registering via the campaign page <https://leaseabike.se/tour-de-france> (hereinafter: the “Campaign Page”). The last lottery will take place on June 12, 2024 after 17:00 p.m.. Lottery Shift 1: June 6, 2024. Lottery Shift 2: June 13.

4. Price

4.1. A logo position on a glove or on a sock of one rider during 1 week during the Tour de France (29-06 to 21-07) will be awarded among the Participants. In case a rider has ridden less than 1 day with the logo in the Tour de France before 12-07 due to dropout, the Participant is entitled to transfer the logo to the Tour de France Femmes (12-08 until 18-08). In that case, the logo will be placed on a glove or sock of one rider for one week. If no riders drop out before 12-07. In total, a minimum of 10 logo positions (each with a value of c.a. EUR 375) will be distributed. Each of the aforementioned prizes hereinafter to be referred to individually as a “Prize”.

4.2 If a rider drops out after 12-07 and the logo of the Winner of Lottery 2 is not visible in the Tour de France, the logo will no longer be used during the Tour de France and Tour de France Femmes 2024. If the Promotion is continued in

2025, these Winners (whose logo was not used) will still receive a logo position in 2025. If there is no continuation of the Action in 2025, the right to a logo in the Tour de France will be forfeited.

4.2. On the various dates described below, the winners of the Promotion will be determined. The winners of the logo positions will be determined by drawing lots among all Participants by BMS via the website <https://wheelofnames.com>.

4.3. There will be a total of two lottery moments at which the Prize will be awarded. A lottery will take place on the following dates. Lottery 1: June 6, 2024, Lottery 2: June 13, 2024.

4.3. Prizes are non-transferable and not redeemable for substitute prizes or cash.

4.4. BMS reserves the right to cancel a won Prize in the event of force majeure situations which render the award or performance of the Prize irresponsible or impossible.

4.5. BMS also reserves if a winner of a Prize is not permitted to receive it for any reason whatsoever, the right to the Prize lapses. In this case BMS will select a new winner via a draw.

4.6 BMS reserves the right not to award a Prize to a Participant if after the draw it becomes apparent that the Participant in question is a Participant who should be excluded pursuant to Clause 2.3.

5. Claiming a Prize

5.1. The winner of a Prize will be notified by a personal email sent to the email address provided by the Participant. If the logo has not been uploaded correctly, a response must be made within 24 hours to still provide the correct logo. No later than two weeks before the logo will be worn during the Tour de France or Tour de France Femmes, the company will be notified.

5.2. By registering a company as a Participant, the company agrees to place - after a draw - the logo on the glove or sock of Team Visma | Lease a Bike as shown on the campaign page. Placement of the logo is not subject to negotiation or discussion.

5.3. If a winner does not respond to BMS's request to supply the correct format logo (.eps) within 24 hours of BMS emailing them, their claim to the Prize lapses and BMS may in its sole discretion decide to award the Prize to another Participant.

6. Personal data and privacy

6.1. By participating in the Promotion the Participant consents to the processing of his/her personal data by BMS and/or parties contracted by BMS in accordance with the provisions of this article.

6.2. To enable participation in the Promotion, the determination of winners by drawing, and the provision of the Prizes, it is necessary for BMS to process certain personal data of the winners. BMS processes the e-mail address used to enter the Promotion in order to determine the winners and to contact them. Furthermore, a winner must provide his/her contact details in an email to BMS so that it can process the prize won. The Participant guarantees that all data provided is correct and complete.

6.3 BMS (i) will not collect more personal data than necessary to pay out the Prize and will only use the collected personal data for that purpose, including any disclosure of such personal data to anyone directly or indirectly involved or connected in any way with BMS.

7. Publicity

7.1 By entering the Promotion, Entrants consent to BMS publicizing the name of the Company and the logo of the winning Company as described in these Terms and Conditions and in one or more social media post(s) on its Social Media Pages after the Promotion ends.

8. Liability

8.1. BMS accepts no liability for any damages of any kind related to participation in the Promotion, including damages caused by (i) inaccuracies in the prize description(s), (ii) actions arising out of the Promotion, (iii) any tax, levy or other charges which prize winners may be required to pay at any time in connection with the Prize won, (iv) (defects in) any Prize to be paid by it. BMS makes no warranties regarding the Prize to be provided by it.

9. Miscellaneous

9.1. BMS reserves the right to terminate the Promotion without further notice or to amend these Promotion Terms and Conditions without prior notice. The amended Promotion Terms and Conditions will be published on the Lease a Bike's website (www.leaseabike.se).

9.2. Where BMS detects fraud in participation in the Promotion, BMS has the discretion not to pay the relevant Prize and to exclude the fraudulent Participant(s) from further participation in the Promotion.

9.3. No correspondence can be entered into about the results, except for the email message to BMS in which a winning Entrant provides his/her name and contact details.

9.4. In cases not covered by these Promotion Terms a decision will be made by BMS.

9.5. The Promotion and the Promotion Terms and Conditions are governed by Swedish law. Any disputes arising out of or otherwise connected with the Promotion shall be submitted to the competent court in Gothenburg with exclusive jurisdiction.

9.6. BMS acts in accordance with the Code of Conduct for Promotional Games of Chance.

10. Complaints and contact

10.1. Complaints about the Promotion can be submitted in writing to BMS at the postal address mentioned in article 1.1 or by contacting our customer support department. Within two weeks of the date of a complaint BMS will respond.