



TERMS AND CONDITIONS OF THE LEASE A BIKE AMBASSADORSHIP PROGRAM APPLICATION FEBRUARY 25 TO MARCH 19, 2025

1. General

1.1. These terms and conditions (hereinafter: the "Terms and Conditions") apply to the Lease a Bike Ambassadorship Program Application (hereinafter: the "Program"). The Program is organized by Bike Mobility Services Sweden (under the brand name Lease a Bike), hereinafter referred to as "BMS", located at Ingenjörsgatan 8, 411 19 Gothenburg, Sweden, to promote Lease a Bike and its cycling initiatives.

1.2. BMS is the legal entity responsible for all collection and processing of your personal data in connection with this Lease a Bike Program. BMS is part of Bike Mobility Services Group B.V. and its parent company is Pon Holdings B.V. ("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. Although the Program is also promoted via news outlets, email to companies that are customers of Lease a Bike, and through the campaign page on the Lease a Bike website leaseabike.se/bli-ambassador, it is also promoted on the Instagram, LinkedIn, and Facebook pages of Lease a Bike Sweden (hereinafter: the "Social Media Pages"). Instagram, Facebook, and LinkedIn are not involved in or responsible for the Program. The Program is not sponsored, endorsed, and/or managed by Instagram and/or Facebook. Instagram and/or Facebook are in no other way connected and/or liable for the Program.

2. Who can participate?

2.1. Application to the Program is open for an employee employed by a company based in Sweden that is a Lease a Bike customer, where the employee itself has an active lease agreement and is over 18 years of age (hereinafter: the "Participants").

2.2. By applying to the Program, the Participant agrees to these Terms and Conditions.

2.3. Excluded from participation in the Program are all employees and family members of employees of Lease a Bike and third parties involved in the Program.

3. How and when can you apply?

3.1. The Application period starts on February 25, 2025, at 00:01 a.m. and ends on March 19, 2025, at 11:59 p.m. (hereinafter: the "Application Period"). During the Application Period, Participants can submit their application via the form on the campaign page on the Lease a Bike website (leaseabike.se/bli-ambassador).

3.2. Each Participant must complete the application form in full, providing all required personal and professional details. Incomplete applications may be disqualified.

3.3. If it can be shown that the information entered is incorrect or incomplete, the Participant may be excluded from participation in the Program.

4. Selection Process

4.1. Selection of ambassadors will be based on:

- Passion for cycling and alignment with Lease a Bike values.
- Workplace influence and/or social media presence.
- Commitment to participating in the full Program duration.
- Diversity in industry, geography, gender, and cycling experience.

4.2. Selected ambassadors will be notified by March 25, 2025.

5. Value and Tax Considerations

Selected ambassadors will receive an ambassador package, which includes cycling gear, training sessions, participation in cycling events, and travel and accommodation for key program activities. The package is designed to support ambassadors in their cycling journey and provide them with unique experiences as part of the Lease a Bike community.

5.1. The ambassador package provided as part of the Program has an estimated monetary value of 15 000 SEK, which will be reported as remuneration in accordance with Swedish tax regulations.

5.2. Lease a Bike will cover employer, social security contributions etc. related to this reported value.

5.3. Selected ambassadors are obligated to pay personal income tax on the reported value of the package, as per Swedish tax regulations. Lease a Bike will not make any deductions for preliminary tax nor compensate for or cover any personal income taxes that may arise from the received benefits, which is why the ambassadors are responsible for covering their own personal income taxes arising from the benefits received.

6. Personal data and privacy

6.1. By participating in the Program, the Participant consents to the processing of their personal data by Lease a Bike and/or parties engaged by Lease a Bike in accordance with the provisions of this article.

6.2. It is necessary for Lease a Bike to process certain personal data from Participants to ensure the Program is followed as intended. The Participant guarantees that all data provided is correct and complete.

6.3. Lease a Bike will not collect more personal data from Participants than necessary and will only use the personal data collected for the purpose of the Program.

7. Publicity

7.1. By entering the Program, Participants agree that Lease a Bike may publish their name and application details in a social media post on its Social Media Pages after the selection process is completed.

8. Liability

8.1. Lease a Bike accepts no liability for any damages of any kind related to participation in the Program, including damages caused by any actions resulting from the Program.

9. Miscellaneous

9.1. Lease a Bike reserves the right to terminate the Program without further notice or to amend

these Terms and Conditions without prior notice. The amended Terms and Conditions will be published on the Lease a Bike website leaseabike.se/bli-ambassador.

9.2. In cases not covered by these Terms and Conditions, a decision will be made by Lease a Bike.

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

10. Complaints and contact

10.1. Complaints about the Program can be submitted in writing to Lease a Bike by contacting our customer support department. Lease a Bike will respond within two weeks of receiving the complaint.