

Challenge Rules

Business Case Competition 2017

Each of:

Philip Morris Asia Limited, a Hong Kong incorporated company with office at Suites 2402-11, 24th Floor, Devon House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong (Company Registration No. 0496657) (“**PMAL**”)

And

Friedrich-Naumann-Stiftung für die Freiheit (Karl-Marx-Straße 2 14482 Potsdam, Stiftung privaten Rechts, Stiftungsregister beim Ministerium des Inneren des Landes Brandenburg. Umsatzsteuer-ID 205259002) (“**FNF**”) (collectively, the “**Sponsors**“, each of them, a “**Sponsor**“)

Severally grants to:

Agorize, a French Simplified Joint Stock Company (*Société par Actions Simplifiée*, or *SAS*) with a share capital of 71,146 Euros, registered within the Commercial and Companies Register of Paris under number 530 774 439, and has its registered office at 34 rue du Faubourg-Saint-Antoine 75012 Paris,

And

Eureka Consulting Group a student held organization We are a private company limited by shares under the laws of Hong Kong. ECG also obtained tax-exempt status and registered as a charitable institution under Section 88 of the Inland Revenue Ordinance.

(Hereinafter referred to as “**Co-organizers**”)

the task of organizing the Challenges (defined below) under the heading “Business Case Competition 2017”, which commenced from September 6th 2017 11 :59pm GMT+8 until November 30th 2017 11 :59pm GMT+8 via www.agorize.com/business-case-challenge.

Article 1 DEFINITIONS

“**Award**”: refers to the prizes awarded to the Winners at the end of the respective Challenges.

“**Brief**”: refers to the conditions set out by the relevant Sponsor containing information applicable to the relevant Challenges such as key dates, details of the Awards, the relevant Sponsor's requirements, applicable legal provisions, etc.

“**Challenges**”: refers to the challenges that are the subject of the Rules.

“**Competition Rules, Terms and Conditions**” or “**CRTC**”: consist of the general terms of use of the Co-organizer’s website, accepted by every Participant during the creation of an Agorize User Account and available to be viewed on www.agorize.com.

“**Rules**”: refers to these rules, which apply to the respective Challenges.

Article 2 PURPOSE OF THE RULES

2.1. Rules define the terms and rules of participation in the Challenges to be observed and binding on the Participants. Rules can be downloaded through the following link: <<https://www.agorize.com/en/terms>> In the event of any inconsistency or conflict between Rules and CRTC, Rules will prevail.

2.2. The Participant acknowledges being aware of, and agrees to the fact that the Challenges calls on his/her wisdom, skill, and ingenuity and Awards are given after critical and rigorous assessment process. None of the Challenges depend in any way, whether in part or in whole, on chance or luck under any circumstances, and cannot therefore be considered as, or resemble a lottery or any game of chance.

Article 3 CONDITIONS FOR ENTERING THE CHALLENGE

3.1. Participation in this Challenge is free and there is no obligation for payment of any kind. Subject to Article 15, selective costs of participation can be reimbursed.

3.2. This Challenge is open to all under provided Participant(s) is/are:

(i) legally capable individuals aged 18 or above.

(ii) Being currently enrolled in higher education or anyone graduated from an institution of higher education not more than three years ago counting from the current school year (2017-2018) and can provide proof such as a student card.

3.3. The Sponsors and the Organizers reserve the right to make any necessary checks regarding Participants' identity and postal and/or electronic address. All employees of the Sponsors and the Co-organizers are prohibited (except for interns under internship agreements) from taking part in the Challenges and from receiving any Awards in any way, directly or indirectly.

3.4. Participants who do not provide proof of their full contact details and identity or have provided incomplete or false information will be disqualified, as will individuals who refuse to allow the collection, storage and use of their personal information that is necessary for the purposes of managing the Challenges.

3.5. Participants are responsible for the information they provide when registering for the Challenges, and any errors, anomalies and inconsistencies, whether intentional or otherwise, regarding this information may lead to their disqualification and/or their eligibility to the Awards regardless of what stage of the Challenges they are at.

3.6. By taking part in the Challenges, Participants wholly and unreservedly accept the terms of these Rules. Should a Participant fail to comply with these Rules, their participation will be automatically terminated and they will be ineligible to receive any Awards.

3.7. There is only one entry per person for each of the Challenges.

3.8. To take part in the Challenges, Participants must register online and create an account on the Co-organizers' website in accordance with the terms set out in Article 4.

Article 4 REGISTRATION AND ACCESS TO THE CHALLENGE

4.1. For his/her Registration to the Challenge, the Participant must open a user account on www.agorize.com and must indicate the following:

- Last name;
- First name;
- A valid email address;
- A valid password.

Participants must also give the following information:

- Date of Birth (mandatory);
- Civility (mandatory);
- Country (mandatory);
- Nationality (mandatory);
- Phone number (optional);
- Skills (mandatory);
- School (mandatory)
- School date of entry and exit (mandatory)
- Education (mandatory)

A confirmation email containing an activation link is sent to the Participant's listed email address.

Once his/her account is activated, the Participant can freely complete further information on his profile in the account settings.

4.2. Participants must then create or join a team of 2-3 people with whom they will participate in the Challenges.

4.3. By registering, the Participant accepts to be contacted through emails sent by Co-organizers during his/her participation in the Challenges for the purpose of the Challenges. He/she also accepts to be contacted by phone, if he/she is part of the preselected Participants or the Winners.

4.4. The use of a computer is needed to access the Challenges with the minimal material configuration and device hereinafter:

- Processor 1 Ghz or higher with 1 Go RAM or higher;
- Operating system: Windows XP and Vista;
- A browser which accepts cookies and Javascripts functions execution: Using Internet Explorer 7 or higher, or Firefox 3.5 is recommended;

- Version Flash Player 9.045, except any specified case which will be informed to the Participant on the homepage of the Challenge;
- The sound card is recommended but is not necessary.

4.5. The Challenge is available 24 hours a day on www.agorize.com/business-case-competition subject to possible maintenance operations on servers or dysfunctions such as those mentioned on the Article 16.

4.6. The following is the Personal Data Collection Statement of the Co-organizers with regard to collection of the personal data (“Personal Data”) in Article 4.1 above:

i. Purpose of data processing – for organization, communication, assessment, record keeping and archiving for the Challenges and for other services to be provided by the Co-organizers such as information about other challenges the Co-organizers may offer in the future.

ii. Categories of personal data

The Co-organizers collect and process Personal Data in order for the purpose stated above. The collection of some categories of data may be necessary for the Challenges, while that the others would allow the Co-organizers to find future challenges fit for participants in the future – failure to provide the former may affect the Participants’ eligibility to the Challenges while the latter is entirely voluntary provision of the data subject but Co-organizers may not be able to provide further services. By applying for the Challenges and voluntarily providing the Personal Data, Participants fully understand the personal data collection purpose and usage and have expressly consented to the use of Personal Data and other conditions such as usage of Personal Data according to the provisions herein.

iii. Personal Data recipients and entitlement to use the Personal Data for the purpose stated herein – Co-organizers, the Sponsors and their respective affiliates, employees, directors, contractors and advisors, where in Hong Kong or outside Hong Kong.

Iv. Rights of the data subject (i.e. Participants)

Participants who consented to the use of Personal Data herein are entitled by the law to the right of access and the right of rectification. When exercising the right of access, they can apply to the Co-organizers in writing and may need to pay a reasonable fee.

v. More on the subject of Personal Data in Articles 18.

Article 5 DURATION OF THE CHALLENGE

5.1. The Challenges shall commence from September 6th 2017 at 11:59 pm GMT+8 and end on November 30th 2017 at 11:59 pm GMT+8.

5.2. All references to time and data in the Rules are in the Hong Kong time zone (GMT+8).

5.3 The Organizers and the Sponsors reserve the right to alter the duration of the Challenges where necessary due to operational requirements.

Article 6 PRINCIPLE OF THE CHALLENGE

6.1. As part of the Challenge, Participants' contributions will take the form of two (2) Application Files in compliance with the requirements of Article 7 and 8 during two successive pre-selection and selection stages.

6.2. These Application Files must address the themes and Challenges rules set out in the “Brief” tab on the Challenge page, available at www.agorize.com/business-case-competition. These Application Files must be written in either English, and no other language will be accepted.

6.3. Application Files must exclusively and restrictively be formed of two documents:

- the Pre-Selection File described in Article 7 and submitted in accordance with its provisions;
 - the Final File described in Article 8 and submitted in accordance with its provisions.
- The Organizer will not accept or take into account any other document submitted by Participants.

Article 7 PRE-SELECTION STAGE PROCEDURE

7.1. The Pre-Selection is scheduled from September 6th 2017 at 11:59 pm GMT+8 to November 8th 2017 at 11:59 pm GMT+8.

7.2. During this period and until November 8th 2017 at 11:59 pm GMT+8, the Participants will have to send by upload on the platform, their Pre-Selection File, which is composed of:

- A 3-5-slide PowerPoint presentation (sent in PDF format) describing, as set out in the brief, the innovative solution, a technical overview of its working principle and if possible the distribution of roles within the team.
- (Optional) appendices that they think are necessary to help people understand their project (limited to 4 slides)

7.3. The Final Files as submitted by Participants will be pre-selected in accordance with the methods set out in Article 11.

Article 8 SELECTION STAGE PROCEDURE

8.1. The Pre-Selection is scheduled from October 9th 2017 at 10:00am GMT+8 to October 11th 2017 11:59 pm GMT+8

8.2. Up to 10 (ten) Files selected for each cases (up to 20 maximum) at the end of the Pre-selection stage will be able to participate to the Selection (mentoring) stage.

8.3. Participants involved in the selected Projects will be informed that they have been selected in accordance with the procedures set out in Article 11 and, by November 11th 2017 23:59 pm GMT+8, must upload their Final File to the platform. This Final File will include:

- A 10-15-slide PowerPoint presentation (sent in PDF format) going further in the explanation of, as set out in the brief, the innovative solution and explaining if possible the potential execution of the solution.

8.4. The Final Files as submitted by Participants will be selected in accordance with the methods set out in Article 11.

Article 9 FINALE PROCEDURE

9.1. Only Participants from the three (3) best Projects selected for each cases following the selection stage will take part in the Challenge Final.

9.2. This final stage will involve Participants giving an oral presentation of their Final File on November 17th to the Final Jury and to respective members of the Sponsor of the relevant Challenge at Hong Kong University's chosen location.

9.3. Teams taking part in the Final will be ranked in accordance with the methods set out in Article 11

Article 10 CHARACTERISTIC FEATURES OF THE APPLICATION FILES

10.1. These Application Files must comply with the rules and instructions as determined by the Sponsors and made available in the "Brief" tab on the Challenge page, available at www.agorize.com/business-case-competition.

10.2. The Application files must be sent in a common digital format such as: DOC/DOCX/PDF/PPT/PPTX/KEY/ODT/MP3/MPEG/MOV/MP4 and be written in English.

10.3. In the event that opening and reading the Deliverable proves problematic or impossible, it is the responsibility of the Participants in question to remedy the situation before that stage's deadline for submitting Files, and within three (3) days of that date at the latest. Beyond this time, the Application File in question will be disqualified from the Challenge.

Article 11 SELECTION PROCESS

11.1. The Challenges involve two selection processes and one ranking process:

- a Pre-Selection process, which takes place at the end of the pre-selection stage;
- a Final Selection process, which takes place at the end of the selection stage;
- a Ranking process, which takes place at the end of the Challenge Final.

11.2. Each of these selection and ranking steps are based on the criteria of:

- The quality of the submitted file, graded out of 5.
- The innovative nature of the submitted file, graded out of 5.
- The quality of the project's response to the need identified by the Sponsors, graded out of 5.

Under no circumstances are taken into account factors relating to the person's appearance, religious or trade union, political opinions or sexual orientation of the participants. The selections will not result in any way, whether directly or indirectly, by chance or luck.

11.3. A Pre-selection Committee formed by people from the respective Sponsors who have the necessary skills to assess the submitted Files will choose up to 20 (up to 10 for both) pre-selection files that they judge to best meet the criteria set out in Article 11.2.

11.4. A Selection Committee formed by people from the respective Sponsors who have the necessary skills to assess the Final Files will choose the 6 selection files (3 and 3) that they judge to best meet the criteria set out in Article 11.2.

11.5. A Final Jury formed of members of the respective Sponsors with the qualifications needed to choose the winners based on Participants' presentations at the final will be responsible for selecting and ranking the winning Projects – the three (3) projects per case they judge to best meet the criteria set out in Article 11.2 and that were ranked in the top three places – at the conclusion of the Final. The results will be announced in accordance with Article 11.9

11.7. The Co-organizers will inform all Participants, via an email sent to the address entered at the time of account creation on Agorize.com and via a notification on their Agorize.com account, of the Pre-Selection results by October 12th 2017 at 11:00am GMT+8 at the latest and of the Selection results by November 11th 2017 at 11:59 pm GMT+8 at the latest. The Co-organizers will be free to alter the dates on which results are released should this become necessary due to the number of Projects to be assessed.

11.8. All pre-selected and selected Participants must respond to the email sent by the Co-organizers announcing that their Project has been pre-selected or selected within four days of receiving the email. If no reply is received within this period, the Co-organizers reserve the right to disqualify that Participant's Project.

Article 12 AWARDS

12.1. Participants are reminded that the Awards listed in this Article will only be given to Participants if the following conditions are met:

- Participants submit a Final Deliverable that fits with the Brief and whose quality has been recognized by the Jury as deserving of an Award in accordance with the conditions of Article 11;
- all Winners accept and comply with the provisions of Article 13 of the Rules regarding intellectual property;
- all Winners accept and comply with the provisions of Article 14 of the Rules regarding the quoting of Winners.

12.2. Only the Participants involved with the three (3) top Projects for each separate cases as ranked by the Final Jury at the end of the selection stage will be given an Award.

12.3. Within 15 days of the Final Jury determining the final ranking, the Organizer will inform the Winners of the Awards' availability by sending an email to the address given when they opened their account on Agorize.com. Should a Winner fail to claim their prize or fail to carry out any actions required to receive the Award for reasons outside the control of the Sponsors or the Co-organizers within two (2) months of receiving the email, the Sponsors reserves the right to declare that the Award will not be given to the Winner.

12.4. The three (3) highest-ranked Final Files for each cases will receive the following Awards based on their ranking.

FNF case :

1. Awards for Project n°1
A trip to Berlin (flight ticket back and forth at a date set up by the organizing company) including accommodation valid for up to two members of the team (no hand over can be made to any third party) for entrepreneurship trainings and networking.
2. Awards for Project n°2
Internship opportunities (in compliance with FNF's HR rules and regulations).
3. Awards for Project n°3
Exclusive Participation in FNF Expert Workshop

PMI Case :

1. Awards for Project n°1
15 000 HKD & the chance to materialize your innovative proposal in PMAL
2. Awards for Project n°2
PMAL Self-Discovery & Development Workshop, Interview Opportunities
3. Awards for Project n°3
Interview Opportunities

Article 13 INTELLECTUAL PROPERTY

13.1. To produce their Application File and more generally as part of the Challenges, Participants can make use of intellectual property that belongs to them or intellectual property that they have been granted the right to use and reproduce in accordance with a contract.

13.2. Participants remain the rights holders of the intellectual property they own at the time of registering on the platform. Similarly, third parties will retain the rights to their intellectual property. The Sponsors, the Co-organizers, Participants and third parties will be granted no rights over any party's pre-existing property as part of the Challenges.

13.3. Without prejudice to the above, Participants give their express permission for the Sponsors and the Co-organizers to use the content of their Application Files for the sole purpose of carrying out and promoting the Challenges. Within this scope, Participants grant the Sponsors and the Co-organizers the

right to use, record, represent, reproduce, translate and communicate all or part of their Application File via any medium for promotional, business or information purposes anywhere in the world throughout the duration of the Challenges and for one year after its conclusion.

Participants indemnify the Sponsors and the Co-organizers against any claims from third parties of their intellectual property rights being contravened during the Challenges. Participants are informed that any claim made by a third party against the Sponsors or the Co-organizers, in the event that the Participant in question does not bring an immediate halt to the infringement, will result in their disqualification from the Challenge without prejudice to any legal action taken to protect the interests of the Co-organizers and/or the Sponsors.

Article 14 COMMUNICATION

14.1. Each Participant authorizes the Co-organizers, in the hypothesis where he/she would be appointed Winner of the Challenges to use his/her family name, his/her first name, his/her twitter address, his/her city and his/her region of residence and his/her photograph, name in any promotional demonstration (except with purchase advertising space), including on the web sites of the Co-organizers and the Sponsors and any site or affiliated support, without that this use can legally give rise to any remuneration during 2 years maximum after the end of the Challenges.

Article 15 REFUND OF ENTRY EXPENSES

15.1. As the Challenges is free and there is no obligation to make any purchase, internet connection fees will be refunded up to a limit of three minutes' connection at local rates (€0.15/min). This figure is an estimate of the connection time needed to download the Rules.

Given that with currently available service and technical offerings, some internet service providers offer a free connection or flat-rate connection to web users, and as such it is expressly agreed that access to the website on a free or flat-rate basis (such as cable, ADSL or specialist connections) will in no case result in any reimbursement as in such cases, the subscription to the internet provider's services is contracted by the web user for their general internet use and as such, Participants' connection to the site and participation in the challenge does not result in any additional costs or expenses.

Accordingly, only individuals who access the internet using a connection for which they are charged based on usage time will be reimbursed. Requests for reimbursement must be sent to the Co-organizers accompanied by proof that the request is well-founded in accordance with the conditions set out in Article 15.2.

The postage costs borne by participants when making their request will be refunded on written request based on the current regular letter rate. Only one reimbursement request per participant registered in the challenge (with the same name at the same address) may be submitted per envelope. Incomplete requests will not be taken into account.

15.2. All requests for refund by the Participant must be sent in writing before January 25th 2018 (date as postmark), to the following address:

AGORIZE

34, rue du faubourg Saint-Antoine

75012 PARIS

Request cannot be done by telephone or by e-mail.

15.3. To be admissible, the request will mandatory contain:

- Full contact details of the Participant (name, first name, address, zip code, city, Agorize login and e-mail);
- Valid bank details or account details;
- Where applicable, the precise request of communication of Rules and repayment of the stamp used in the aforementioned price rate.
- Where required, a detailed bill sent to the Participant from a telecoms operator indicating the date and time of the connection.

15.4. Any request of repayment over the deadline, incomplete, dubious or inaccurate will be refused in whole or part.

15.5. Only one reimbursement per Participant will be accepted.

15.6. The reimbursement will be processed by bank transfer on the account indicated during the request after the check of the legitimacy of the request and in a deadline the Co-organizers of which have the whole discretion.

Article 16 LIABILITY

16.1. The Sponsors and the Co-organizers may not be held liable for any disruption to internet connections or for any difficulties accessing the site due to a large number of visitors or participants.

In no case may they be held responsible for interruptions to connections or access, data loss, computer viruses or any direct or indirect damage of any kind that Participants may suffer before, during or after taking part in the Challenges.

In addition, the Sponsors and the Co-organizers may not be held liable for any events for which they are not directly or indirectly accountable, including potential delays to delivery of awards, Participants' inability to provide the documents needed for their application, or cases of force majeure that may disrupt or alter the challenge or result in its cancellation.

16.2. As a result, Participants waive the right to open any proceedings against the Sponsors, the Co-organizers and their agents for any damage and/or harm they may suffer as part of the Challenges.

16.3. The Sponsors and the Co-organizers may not be held liable for any incident that may arise in relation to the provision of the prizes; all liability in this matter falls on the company or companies with which the winners contract directly.

16.4. The Sponsors reserves the right to temporarily suspend participation in the Challenges if it can no longer ensure the continuity of service required for the Challenges to take place. The Sponsors and the Co-organizers reserve the right to alter, extend, suspend or cancel the Challenges without notice, including in

the event of force majeure. In no case may they may be held liable for such action and Participants may not request compensation of any kind on these grounds.

Article 17 CONFIDENTIAL INFORMATION

17.1. “Confidential Information” means all the material or immaterial information of whatever nature, in particular administrative, commercial, scientific, technical, financial, fiscal, which was, is or will be communicated by the Sponsors or Co-organizers to the Participant, directly or indirectly, and in a non-exhaustive way, orally, in writing whatever the support is, by delivery of paper or electronic documents.

The following is not Confidential Information:

1. The currently accessible information or becoming accessible to the public without breach at the terms of the Regulations from the Participant,
2. The information legally held by the Participant before their disclosure by the Sponsors,
- The information not resulting either directly or indirectly from the use of all or part of the Confidential Information,
 1. The information validly obtained close to a third party authorized to transfer or to reveal the aforementioned information.

17.2. During the duration of the Challenges and during a period of five (5) years after the end of the Challenges such as planned in Article 5, the Participant makes a commitment to:

- Not using the Confidential Information for any other purposes than the participation in the Challenges in the conditions of the Regulations;
- Taking any necessary, useful and reasonable precaution to protect the Confidential Information;
- Not Revealing the Confidential Information to whomever, by any means whatsoever, except to the other members of his/her Team;

17.3. The Co-organizers may disclose Participants’ Information wholly or in part to all its subsidiaries in the sense of Article L.233--1 of the French Commercial Code or to a Co-organizer acting on its behalf or that of its subsidiaries.

17.4. At the end of the Challenges, because of the emergence of their term indicated to Article 5 or of their cancellation, the Participant will immediately have to put back to the Sponsors all the Confidential Information, whatever their support is, obtained during the Challenges. The Participant forbids himself from keeping copy in any form whatsoever, except with an on purpose, preliminary and written agreement by the Sponsors.

Article 18 INFORMATION AND LIBERTIES

18.1. The participation in the Challenges requires the communication of the Personal Data mentioned in Article 4.

18.2. The Personal Data can be modified at any time by the Participant.

18.3. The Personal Data mentioned in the present Article is subjected to an automated processing in the sense of the law n°78-17 of January 6th, 1978 for which the Organizer and possibly the Sponsors, is alone

to define the means and the purpose, and is responsible, in this respect, for this processing in the sense of the aforementioned law.

The purpose of this processing is:

- To organize the intermediation between the Participant and the Sponsors;
- To ensure identification, communication and preservation of the exchanges with the Participant;
 - To realize anonymous market studies by the Co-organizers or a third-party.

18.4. The addressees of this data are the Co-organizers and the Sponsors.

18.5. According to provisions of the law n°78-17 of January 6th, 1978, the Participant is informed that the personal data processing made was subjected to a statement in the Commission Nationale de l'informatique et des Libertés from which the receipt was delivered under the number 1856312v0.

In this respect, the Co-organizers made a commitment to protect all The Personal Data. The Personal Data are collected and handled in by the Co-organizers with the strictest confidentiality according to the law of January 6th, 1978.

18.6. According to the provisions of the articles 38, 39 and 40 of the law n°78-17 of January 6th, 1978, the Participant has, at any time, the right to:

- Oppose to the collect and process of personal data carried out by the Co-organizers;
- Oppose to the communication of these data to third-parties;
 - Get access to all personal data handled by the Co-organizers ;
 - Rectify, update and delete his personal data handled by the Co-organizers.

To exercise his rights in conformance with the law n°78-17 of January 6th, 1978, the Participant has to send a registered letter with acknowledgement of receipt mentioning clearly his identity and the object of his request to:

AGORIZE

34, rue du faubourg Saint-Antoine

75012 PARIS

18.7. Concerning the possible installation of cookies (or witnesses of connection) on the Participant's computer during his browsing on the Co-organizers' websites, the Participant is invited to consult the Regulations and Competition Rules, Terms and Conditions present on the website www.agorize.com and that he/she has to accept previously during the opening of an account necessary to participate in the Challenges.

Article 19 RULES

19.1. The participation in the Challenges and the awarding of the Awards require the acceptance purely and simply and the full respect for the Rules in all its terms. The Co-organizers reserve the right to disqualify, immediately and without compensation, every Participant and/or Project not satisfying in full with the Rules.

19.2. The Co-organizers reserve the right to modify at any time the terms of the Rules, and during the Challenges without the requirement of notification to the Participant, concerning the application and the validity of these modifications. The Participant is invited to consult regularly the Rules. The Participant

gives up expressly any complaint or contesting linked to any modification brought to the Rules by the Co-organizers.

19.3. Regulations are registered with SCP Bornecque Winandy - Bru Nifosi, huissiers de justice associés 15, Passage du Marquis de la Londe- 78000 - Versailles.

Rules are available for consultation online on agorize.com

A copy of these Rules can be asked for free and with the reimbursement of the stamp used in the conditions of Article 14.

Article 20 INDEPENDENCE

20.1. The registration and the participation in the Challenges are not, in any way, for effect to any business relationship or partnership between the Co-organizers, the Sponsors and the Participant

Article 21 CLAIMS

21.1. Any claim of the Participant must be sent in writing during the latest 30 days after ending date of the Challenges.

21.2. Claims linked to the functioning of the website www.agorize.com must be formulated in writing at the following address:

AGORIZE

34, rue du faubourg Saint-Antoine

75012 PARIS

21.3. Claims linked to the progress of the Challenges and to the sending of the Award must be formulated in writing at the following address:

AGORIZE

34, rue du faubourg Saint-Antoine

75012 PARIS

21.4. At the risk of being rejected, any claim has to contain:

- Full contact details of the Participant (name, first name, address, zip code, city, Agorize login and e-mail);
- The identification of the concerned Challenges;
- The clear and elaborate presentation of the motives for the claim.

Article 22 RECONCILIATION

PRELIMINARY

22.1. In the event of a dispute lasting for more than fifteen days following the Participant's instigation of a complaint, the Co-organizers and the Participant agree to submit their dispute to an amicable conciliation procedure prior to initiating any legal proceedings.

22.2. The party eager to initiate conciliation must inform the other party through a registered letter with acknowledgment of receipt in which it will make him know his intentions and it will specify the cause.

22.3. If no agreement is reached between the parties within 30 days of the registered letter reception, parties regain their freedom of action.

Article 23 APPLICABLE LAW

The Regulations and the Challenges are governed by and construed according to Hong Kong law.

In case of disagreement on the application or interpretation of the Rules, and the absence of agreement, any dispute will be submitted to the competent court, according to the legal rules of territorial jurisdiction.