

## CONTEST RULES

"INSTAGRAM CONTEST – ZETOR at AGRITECHNICA 2017" (hereinafter referred to as the "Contest")

### 1. Contest organiser

The contest organiser is ZETOR TRACTORS a.s., with its registered office at Trnkova 111, 628 00 Brno, IČ (Company Identification Number): 26921782, registered in the Commercial Register maintained by the Regional Court in Brno, Section B, File 4126 (hereinafter referred to as the "Organiser")

### 2. Duration of the contest and place

- 2.1. The contest takes place from **12 November 2017 to 18 November 2017**.
- 2.2. The contest will be held on ZETOR TRACTORS a.s. Instagram **@zetortractors**. The communication with participants will be administered via **Instagram messages**.

### 3. Participants in the contest and conditions of participation

- 3.1. Any natural person, who shares a photo from ZETOR TRACTORS a.s. stand (hall 7, stand D38) on Agritechnica 2017 trade fair with the hashtag **#agritechniczetor** may participate in the contest (hereinafter referred to as the "Participant").
- 3.2. A condition of participation in the contest is to share a **photo of participant on the Zetor stand** (hall 7, stand D38) on **Agritechnica 2017** trade fair with the hashtag **#agritechniczetor to Instagram**. The photo taken at the aforementioned stand has to clearly depict characteristic marks of the ZETOR TRACTORS a.s. brand and one of the tractor models at the stand. **At the end of the contest, the Organiser will select the fifth, sixteenth, twenty-first and twenty-ninth photo and ZETOR TRACTORS a.s. gift package will be delivered to the contest participant by a postal service.**
- 3.3. The submissions must not be defamatory, offensive or otherwise unethical and must not violate applicable law. Any photos that violate the law, good ethics or that cause harm to the interests and reputation of the Organiser will not be taken into account. The Organiser reserves the right not to consider duplicate photos, photos that do not show a Zetor tractor, or photos that show tractors of competitors. The Organiser reserves the right to disqualify photos at its discretion, without notice and compensation to the author. The Organiser assumes no liability for any submissions received.
- 3.4. The Organiser is entitled not to include photos in the contest on which it is quite clear that they were not taken by the Participant, come from the photo gallery, photos with

inappropriate content and photos that, in the Organiser's opinion, do not meet the photo contest instructions. The Participant is required to own the copyright to the photo they submit for the contest.

- 3.5. The Participant may be any natural person who meets the conditions set out in these rules and accepts and observes these rules, including any possible changes to these contest rules. If the Organiser finds out or has a reasonable suspicion that a Participant won the contest due to fraudulent conduct or conduct that is contrary to good morals, the Participant will be disqualified from the contest.
- 3.6. By registering for the contest, the Participant confirms that they are fully acquainted with the contest rules, understand them and agree with the rules. If the rules are violated by the Participant, the Participant loses the right to receive a prize.

#### **4. Winners and Prizes in the Contest**

- 4.1. The contest will have a total of 4 winners from among the Participants who share their photo to Instagram with the hashtag **#agritechniczetor**. At the end of the contest, the Organiser will select the fifth, sixteenth, twenty-first and twenty-ninth photo and Zetor gift package including ZETOR TRACTORS a.s. branded merchandise will be delivered to the contest participant by postal service.

#### **5. General Conditions**

- 5.1. The winners will be notified of the win via Instagram message by the Organiser. In order for us to be able to deliver the prize to the winner, the winner will provide their mailing address and phone number as a reply to the sent Instagram message notifying them of the win.
- 5.2. The winner must provide their details according to Art. 5.1. within 10 days of receipt of the notification of the win. If the winner fails to provide the details within the specified deadline, they will lose their right to claim the prize.
- 5.3. There is no legal entitlement to any prizes and winnings within the contest and they are not legally enforceable. Prizes or winnings received in the contest cannot be exchanged or redeemed for cash.
- 5.4. The contest organiser reserves the right to change the rules of the contest or shorten, suspend or cancel the contest at any time during the contest without giving a reason and the Participant will not be entitled to compensation of costs incurred due to their participation in the contest.

5.5. The Participant may not interfere with the system and technical security of services in any way. Violation of these rules will result in disqualification of the Participant from the contest. The Organiser is not responsible for any technical faults in electronic communication during the contest and is not responsible for any difficulties with participation in the contest due to any technical failure or traffic overload on the networks.

**Brno, 10.11. 2017**