

"Play and win with hu" prize competition

Pursuant to Article 11 of Italian Presidential Decree No. 430 of 26 October 2001.

Promoter Company Hu Holding spa
Registered office address: Via Generale Dalla Chiesa, 13 – 50136 Florence
Tax code and VAT number 07377040485

Delegated entity IPM Italia Srl, with registered office in Viale Bianca Maria 24, 20129 Milan (MI)

Purpose and promoted products This promotion relates to the services offered by Human Company and/or its direct and indirect subsidiaries, associates and affiliates.
This competition is carried out with the intention of increasing the visibility of the Promoter and the companies belonging to the Human Company Group.

Duration **From 22/01/2026 to 12/02/2026.**

The final draw is scheduled to take place by 28/02/2026.

Territorial Scope The competition will be valid in the following countries: Italy, Germany, Austria, United Kingdom, Ireland, Denmark, and the Netherlands.

Eligible participants The competition is open to natural persons, provided they are of age and resident and/or domiciled in the territorial area indicated (hereinafter "User/s").

Estimated prize money: Euro 35,245.00 (VAT included)

Guarantee in favor of the Ministry of Business and Made in Italy to guarantee 100% of the expected prize money.

Promotional materials The Promoter will share the competition via advertising platforms, social networks, proprietary websites and CRM tools, as well as press releases.
The Promoter reserves the right to advertise the event using the methods it deems most suitable. In any case, this event will be advertised in accordance with these rules.

Rules available The complete set of rules will be available on the website: <https://playandwin.huopenair.com>

How the competition is conducted:

To enter the competition, consumers must visit the dedicated website, which can be accessed at <https://playandwin.huopenair.com> and register by entering the requested data (name, surname, valid email address, nationality, and date of birth) in the appropriate online form.

After registering, the User will receive an email at the address provided during registration, containing a confirmation link. The User can validate their registration by clicking on the link and will be directed to the competition website, where an animated game will appear on the screen, after which a button will allow them to participate in the Instant Win game. By clicking on the appropriate button, the User will immediately find out if they have won one of the Instant Win prizes up for grabs.

The management information system will activate a random assignment extraction procedure, at times that cannot be determined in advance, of the prizes up for grabs.

This system will immediately display a message on the screen that will communicate the outcome (win or no win)

in the event of a win, the description of the prize won.

Instant Win prize winners will also receive notification of their win via email, containing instructions on how to claim their prize.

The draw will be conducted using certified random selection software, for which a self-certification is available, issued by the technical manager responsible for developing the selection software.

During the competition, 1,000 Instant Win prizes will be up for grabs, consisting of a one-night stay at the Hu Eraclea Mare site.

Entry into the competition is subject to Users first reading the privacy notice and accepting the rules in full.

The online service for registering for the competition and participating in the Instant Win game will be active until 12:00 (Rome time zone: UTC+1) on 12/02/2026.

By registering, Users will automatically take part in the final draw for 1 prize consisting of "a week-long stay (7 nights) at the Hu Eraclea Mare site".

Final draw:

One (1) winning name will be drawn from all entries received by 28/02/2026, in the presence of a notary or of the official responsible for the protection of public faith with territorial jurisdiction (Article 9 of Italian Presidential Decree No. 430 of 26/10/2001).

Each User will take part in the final draw with one (1) entry only.

A total of 20 reserve names will be drawn and will be used only in the event of prizes that are unawarded or unclaimed, following the order of extraction.

On this occasion, a list of winners of the Instant Win prizes will also be recorded.

Exclusion from participation:

People who are in a collaboration and/or employment relationship with the Promoter are excluded from entry. Any person who is involved in the organisation and management of the competition is also excluded.

Participation and entry limits:

Participation in the competition is open exclusively to individuals of legal age, resident and/or domiciled in Italy, Germany, Austria, the United Kingdom, Ireland, Denmark, and the Netherlands.

Each User can enter only once: attempts to enter multiple times will be blocked by the system.

Each User can win up to a maximum of 2 prizes: 1 Instant Win prize and 1 final draw prize.

Prizes and description:

| PRIZE | Quantity | Presumed unit value Including VAT | Estimated total VAT included |
|--|-----------------|--|-------------------------------------|
| Instant Win Prize: One night's stay at the Hu Eraclea Mare* site | 1000 | € 35,00 | € 35.000,00 |

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|--|-------------|----------|--------------------|
| Final prize draw: one-week stay at Hu Eraclea Mare** | 1 | € 245,00 | € 245,00 |
| TOTAL | 1001 | | € 35.245,00 |

*The prize consists of a one-night stay at the Hu Eraclea Mare site with accommodation in a mobile home for up to 5 people. No minimum stay and no restrictions, except for the excluded period: 10/07/2027 – 10/09/2027.

Period of use: 2027 season. Reservations must be made by 30/06/2026.

Please note that the rate is non-refundable, non-transferable, and cannot be combined with other offers.

The formula is for a "stay only" solution in a "hu stay smart" mobile home type accommodation with capacity for 5 (five) guests, subject to availability.

The prize will be delivered in the form of a unique digital code. Instructions on how to redeem the stay will be provided when the prize is delivered.

The prize does not include return travel to and from the site or anything not expressly indicated in the prize description.

**The final prize up for grabs consists of a one-week (7-night) stay at the Hu Eraclea Hu Mare site with accommodation in a mobile home for up to 5 people.

Period of use: 2027 season. Excluded period: 10/07/2027 – 10/09/2027. Book by 30/06/2026.

Please note that the rate is non-refundable, non-transferable, and cannot be combined with other offers.

The formula is for a "stay only" solution in a "hu stay smart" mobile home type accommodation with capacity for 5 (five) guests, subject to availability.

The prize will be delivered in the form of a unique digital code. Instructions on how to redeem the stay will be provided when the prize is delivered.

The prize does not include return travel to and from the site or anything not expressly indicated in the prize description.

Estimated market value of prizes:

The estimated total value of the prizes is equal to **Euro 35,245.00 (VAT included)** . The values of the prizes are to be understood as the values on the public sale price list on the date these rules are drafted.

Information for winners:

Instant Win Prize Winners will see a winning entry message on their screen and will also receive a notification via email.

The Promoter reserves the right to request a photocopy of a valid identity document, which must be sent no later than 5 days after the request is sent.

Failure to submit the documentation or incomplete submission of the documentation within the deadline indicated in the request may result in the cancellation of the prize. Any unassigned Instant Win prizes will be donated to the chosen charity.

The winner of the final draw will be notified via email. The winner must, no later than 10 days from receiving the notification of their win, send the requested documents by replying to the notification email, as follows:

- i award acceptance form;
- i a photocopy of a valid identity document.

If the winner fails to provide their personal details within this deadline (10 days from notification of their win), or if the winner is unavailable, the personal information provided at registration does not match that indicated in the document sent, or if the winner is under 18 years of age at the time of registration, or in the event of any other irregularity, the prize will be considered invalid. The first reserve will be contacted using the same procedure, and this will continue until the prize is either awarded to a reserve or donated to the selected charity.

The Promoter assumes no responsibility in the event that one of the following events arises:

- i a winner's mailbox is full or disabled;
- i the email address provided by the User is non-existent, incorrect or incomplete;

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- i the email with the win notification/instructions for claiming the prize goes into the spam folder.

Furthermore, the User is solely responsible for managing their email address, especially with regard to:

- i reading the email with the instructions for claiming the Prize;
- i adopting security measures that prevent other unauthorised parties from accessing their mailbox.

The accuracy and completeness of the information provided during registration are essential conditions for participation. Users who register with personal details other than those shown on their identity document will not be considered eligible to win, or may be denied participation.

In the event that a winner fails to use the prize received for reasons that cannot be attributed to the Promoter, the prize will still be considered awarded. The winner will not have the right to claim anything further.

The prizes awarded to the winners cannot be traded or advertised.

Prizes will be delivered in the form of a digital code via email or telephone within 180 days of the end of the competition.

Winners may not contest the prize awarded, nor request the corresponding cash value or exchange/replacement for any reason. However, if the Promoter is not able to deliver the prize won, it reserves the right to replace the announced prizes with prizes of equal or greater value.

Please note that it is the winners' sole responsibility to ensure they have valid documents to reach the Hu Eraclea Mare site, located at the following address: Via dei Pioppi 30020, Eraclea Venezia, Italy.

Prize not awarded or not collected:

Unclaimed or unassigned prizes, unlike rejected prizes, will be donated to the Dynamo Camp Foundation non-profit organisation, which has its registered office in Limestre at 716 Via Ximenes, San Marcello Piteglio (Pistoia), with tax code 90040240476.

Waiver of the right of recourse:

The Promoter Company hereby declares that it waives the right to recover withholding tax in favour of the winners (Article 30, Presidential Decree No. 600 of 29/09/1973).

Refusal of the Award:

If the winner expressly refuses the prize, it may remain at the disposal of the Promoter Company.

Server Location:

The collection of names via the internet for entry in the competition will be carried out using computer software for which a specific declaration on the correct operation of said software will be drawn up in lieu of an affidavit.

The competition database will be stored on a server located in Italy.

Information on the processing of personal data: (articles 13–14 of EU Reg. 2016/679) - processing of personal data resulting from entry in the competition

- ⇒ TYPES OF DATA PROCESSED and their source
 - > data provided directly by the data subject by filling out the appropriate form accessible at the URL <https://playandwin.huopenair.com>,
 - > data always provided by the data subject necessary for the awarding of the prize
 - > data originating internally relating to participation in the competition
- ⇒ WHY DATA ARE PROCESSED - The processing shall be carried out for the following purposes:
 - > correct administrative and operational management of the Competition; [legal basis: fulfilment of a contract / legal obligation – Article 6(1)(b)-(c) of EU Regulation 2016/679]
 - > to fulfil obligations deriving from laws, regulations or EU legislation; to fulfil provisions issued by the Judicial Authority and duly empowered Public Bodies, [legal basis for processing: aligned with the purpose laid out in Article 6(1)(c) of EU Regulation 2016/679]

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- > with the consent of the interested parties, purposes related to public relations and information activities: the contact details provided may be used to send courtesy communications and/or information material/offers relating to services and products offered by companies associated with the Promoter HU HOLDING S.p.A. (more information on the website (<https://huopenair.com>)) [Legal basis for processing: consent of the data subject pursuant to Article 6(1)(a) EU Regulation 2016/679]

NB: the "legal bases" are the conditions that make the purpose lawful as indicated by EU Regulation 2016/679 in articles 6 and

- ⇒ HOW DATA ARE PROCESSED AND RETENTION PERIODS: Personal data will be processed primarily using IT and electronic tools, always ensuring the utmost confidentiality, relevance, and that processing is limited to what is necessary for the purposes described above.

Except as provided for by the rules on the storage of administrative documentation, personal data shall be stored exclusively for the periods permitted/imposed by the current legislation that applies to the specific purpose for which the data is processed; specifically:

 - > DATA NOT CLASSIFIABLE AS "ADMINISTRATIVE DOCUMENTATION" (not connected with or necessary to demonstrate the correctness of the draw and prize management operations) will be permanently deleted within 180 days of the awarding of the prizes; thereafter, they will be anonymised for the purpose of generating statistical reports, and any identifying data will be destroyed.
 - > Data for which the data subject has granted consent for use, including for commercial purposes (email addresses and other contact details) will be retained for 12 months following the last contact or communication with the data subject, or until consent is withdrawn.
- ⇒ BY WHOM DATA MAY BE PROCESSED: The data may be processed, always within the limits of what is actually necessary to perform their duties, by the following categories of processors:
 - > those members of the Promoter's staff who are involved in the management of the Competition
 - > resources responsible for the management and maintenance of IT systems,
 - > Parties (companies/professionals), who may or may not be connected to the Data Controller, who are acting as processors for the management of the Competition and the distribution of prizes, or who carry out auxiliary activities to the purposes stated above, within the limits strictly necessary to carry out the tasks entrusted to them, such as: assistance with or direct fulfilment of accounting obligations, management of information systems, and financial services.
 - > the company IPM Italia Srl, with registered office in Viale Bianca Maria 24, 20129 Milan (MI), Data Controller, which is entrusted with the management of the competition

- ⇒ TO WHOM DATA MAY BE DISCLOSED - Personal data may be communicated or made available:
 - > to individuals or organisations authorised to access the data under statutory provisions, regulations, or EU law, and only to the extent permitted by such rules;
 - > to any parties indicated by the data subject,
 - > other parties (companies/professionals), who may or may not be connected to the Data Controller, who carry out related activities or provide services related to the execution of the Competition
- ⇒ TRANSFER ABROAD - the data will not be transferred to non-EU countries unless requested by the data subject and to the country in which he resides or is located.
- ⇒ DISSEMINATION: With explicit consent, the winners' data may be published on media such as the Internet and in informational and promotional materials – both digital and paper.
- ⇒ WHEN IS IT MANDATORY TO COMMUNICATE YOUR DATA? Participation in the competition is, of course, optional; the form referred to above indicates the data whose provision is mandatory to be eligible to participate in the competition.
- ⇒ The CONTROLLER is the Promoter HU HOLDING S.p.A. Hu Holding has appointed a Data Protection Officer, who is responsible for supervising, completely independently and in the absence of any conflicts of interest, its compliance with the legislation on the protection of personal data. The Data Protection Officer can be contacted at the following email address: rpd@humancompany.com
- ⇒ RIGHTS OF THE DATA SUBJECT The data subject has the right:
 - > to ask the Data Controller to access their personal data and correct or delete them, or to limit the processing of personal data concerning them and to object to their processing;
 - > if the processing is carried out by automated (computerised) means and based on their consent, to receive in a structured, commonly used and machine-readable format personal data concerning them and/or to have them transmitted to another data controller, if technically feasible;

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- > to withdraw their consent at any time (without affecting the lawfulness of the processing carried out based on their consent before the withdrawal), which is obviously the case for processing carried out on that basis;
- > to lodge a complaint with the Italian Data Protection Authority: 11 Piazza Venezia 00187 ROME - Switchboard: (+39) 06 696771 - Email address: protocollo@pec.gpdp.it - certified mail protocollo@pec.gpdp.it
- > to ask the Data Controller to access their personal data and correct or delete them, or to limit the processing of personal data concerning them and to object to their processing;
- > if the processing is carried out by automated (computerised) means and based on their consent, to receive in a structured, commonly used and machine-readable format personal data concerning them and/or to have them transmitted to another data controller, if technically feasible;
- > to withdraw their consent at any time (without affecting the lawfulness of the processing carried out based on their consent before the withdrawal), which is obviously the case for processing carried out on that basis;
- > to lodge a complaint with the Italian Data Protection Authority: Piazza Venezia 11, 00187 ROME - <https://www.garanteprivacy.it> Switchboard: (+39) 06.696771 - Email address: protocollo@gpdp.it - certified email address protocollo@pec.gpdp.it

To exercise his/her rights, the data subject may send a communication to the postal address mentioned above or to the e-mail address PRIVACY@HUMANCOMPANY.COM, bearing in mind that it will not be possible to respond to requests received by telephone if there is no certainty regarding the identity of the applicant

Obligations and guarantees:

Entry in the competition is free, excluding any ordinary postal, telephone or Internet connection costs required for entry.

By entering this prize competition, the User fully and unconditionally accepts the rules and clauses contained herein, including the indicated value of the prizes to be won.

In the event of obvious and detectable attempts at fraud or false and inaccurate declarations, the Promoter reserves the right to immediately remove the User and/or cancel any win. Entries submitted via temporary email addresses will be considered invalid (and therefore cancelled): the Promoter also reserves the right to inhibit the use of temporary email addresses during the entry phase if identified as such.

The use of any automated system to enter the contest is prohibited and will result in disqualification.

The Promoter reserves the right to exclude from the competition any Users who are found to have entered in bad faith (for example, but not limited to: using multiple identities, multiple registrations with different email addresses, temporary email accounts, etc.).

The Promoter, or third parties commissioned by the former, therefore reserves the right to take action against all participants and in the terms deemed most appropriate (which include, if deemed necessary, the request for an identity document), and in compliance with the laws in force.

The Promoter accepts no liability for any access issues, obstacles, malfunctions or difficulties encountered with regard to technical tools, computers, telephone lines, cables, electronics, software and hardware, access and submission, internet connections, access to the online game, and mobile and landline telephone networks that may prevent a User from entering the competition.

In the event of any discrepancy between the Italian version and any translated version of these Official Contest Rules, the Italian version shall prevail.

These Rules are governed by Italian law.