OFFICIAL RULES
OF L’OREAL BRANDSTORM 2016/2017 COMPETITION
(Hereinafter “Official Rules”)

INTRODUCTION

Before participating in L’ORÉAL BRANDSTORM, you should read the Official Rules in their entirety. By registering, you unconditionally agree to all of the terms and conditions of these Official Rules.

Furthermore, you accept any and all of L’ORÉAL’s decisions with regards to L’ORÉAL BRANDSTORM as final and binding in all respects.

1. L’ORÉAL BRANDSTORM

L’ORÉAL BRANDSTORM (hereinafter the "Competition") is an international innovation competition organized by L'ORÉAL SA (hereinafter "L'ORÉAL"), a corporation with a capital of 112 182 708 Euros, registered with the Paris Company Trade Register under the number 632 012 100 with its headquarters located at 14, rue Royale, 75008 Paris.

The aim of the Competition is to offer the students a pedagogical and professional experience and the opportunity to innovate within the beauty industry. This project is a part of the L’ORÉAL, international human resources communication strategy and aims to enhance students’ entrepreneurship and creativity skills, and perception of the L’ORÉAL business.

No participation fee or purchase is required.

2. WHO CAN PLAY?

The Competition is open to students worldwide in participating countries who have completed their high school education, with one entry per person (same name and same e-mail address) (hereinafter the “Participant(s)").

Students attending a Post graduate course (e.g. Doctorate program or MBA) cannot participate (exception for the Post Graduate courses in India).

Students eligible to participate should not yet have acquired considerable professional experience (except for internships, apprenticeships, summer job experiences and auto-entrepreneurs student). Students who have already played the Competition in a previous year and reached the international finals cannot participate another time.

The final list of the participating countries will be accessible from the platform: www.brandstorm.loreal.com (hereinafter the “Platform”) on October, 31st 2016.

L’ORÉAL BRANDSTORM is a Competition for UNDERGRADUATE AND GRADUATE STUDENTS.

Participants have to compose teams of 3 Players. Participants participating in an international exchange programme, e.g. Erasmus or exchange students can participate for the home country or for the host country.

Participants are only allowed to register under one team.

The 3 members of a team must be studying in the same participating country (hereinafter the “Team”)

You must be 18 years of age or older to participate. Any under-age Participant must have the consent of his or her parent or legal guardian to accept the Official Rules and participate in L'ORÉAL BRANDSTORM.

All members of the Teams must have a valid e-mail address.

L’ORÉAL reserves the right to check the validity of the registration information submitted by Participants at any stage during the Competition and to ask for copies of ID documents and/or student cards from the school or university cited by the Participants. L’ORÉAL also reserves the right to refuse participation, or to disqualify, at any times during the Competition, Participants (and their Teams) who have submitted incorrect or misleading information. Teams will have no recourse against disqualification decisions.
3. **TEAMS’ COMPOSITION**

Once a Team has been registered on the Platform, no modification in its composition will be allowed after the submission of the pitch. In the event that the number of Participants in a Team is reduced to less than 3 members, the Team shall be disqualified. However, L’Oreal reserves the right, not to disqualify Teams in which a team member had a legitimate reason to leave their Team, as long as there are at least 2 team members continuing the game. The reasons considered as legitimate by L’Oreal are the following: pregnancy, accidents or hospitalization.

4. **DELIVERABLES REQUIREMENTS**

All the deliverables must be done in English.

The presentations must be done in PowerPoint 2010 edition or latest versions.

The typos and/ or fonts utilized on the PowerPoint presentations should be either from the PowerPoint 2010 edition (or latest versions) catalogue or sent by the teams while submitting their presentation. Any additional elements like music, videos, animations, etc., must be inserted into the PowerPoint presentation.

You hereby expressly declare that you hold any and all rights and all necessary authorizations required regarding these additional elements.

5. **THE COMPETITION FOR BRANDSTORM PARTICIPANTS**

a. **The schedule**

The Competition will start on January, 9th 2017 with the launch of the brief and the materials and will end on June, 15th 2017 after the World Finals ceremony.

<table>
<thead>
<tr>
<th>PHASES</th>
<th>START DATE</th>
<th>END DATE</th>
</tr>
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<tbody>
<tr>
<td>Registrations</td>
<td>September, 26th 2016</td>
<td>Varies by country, No registration will be taken into consideration after February, 26th 2017.</td>
</tr>
<tr>
<td>Submission of the pitch</td>
<td>Varies by country</td>
<td>Varies by country</td>
</tr>
<tr>
<td>National selection</td>
<td>Varies by country</td>
<td>Varies by country</td>
</tr>
<tr>
<td>Regional selection</td>
<td>Varies by regions</td>
<td>Varies by regions</td>
</tr>
<tr>
<td>World finals (Paris)</td>
<td>June, 14th J 2017</td>
<td>June, 15th 2017</td>
</tr>
</tbody>
</table>

Further details regarding the schedule in each one of the participating country will be given between September, 23rd 2016 and January, 8th 2017 through the Platform (www.brandstorm.loreal.com).

Nevertheless, in order to be coherent and fair, there will be a minimum of:

- 2 weeks between the end of registrations and the submission of the pitch;
- 4 weeks between the selection of the best pitches and the national selection (hereinafter the “National Selection”);  
- 4 weeks between the regional selection (hereinafter the “Regional Selection”) and the world finals (hereinafter the “World Finals”).

b. **Steps of the Competition**

The Competition, process will consist of 5 stages:

- **Step 1**: Online registration
- **Step 2**: The pitch
- **Step 3**: National Selection
- **Step 4**: Regional Selection
- **Step 5**: World Finals in Paris
Step 1: Online registration

To register Participants should:

- Go to the Platform: www.brandstorm.loreal.com;
- Click on [SIGN UP] to start registration
- Follow the registration procedure and fill in the registration form, taking care to provide all mandatory information (First Name, Last Name, Email address, Password, Country of residence, School or University, Specialization, …)
- Click on [SIGN UP] to confirm their registration

Once registered, Participants will have the opportunity to use the Platform to register a mentor of their choice to support throughout the steps of the Competition. Mentors will be approved and validated in each country by the local BRANDSTORM Manager (Participants will refer to their local BRANDSTORM for further details regarding the eligibility of the mentors).

When completing the official registration form, the Participants will be asked to accept the Official Rules. Failure to accept the Official Rules will prohibit the completion of the official registration forms. Participation in the Competition is subject to each Team's online acceptance of the present L’ORÉAL BRANDSTORM Official Rules and the signature of the appropriate local documentation relating to the assignment of intellectual property and images rights, if any.

Step 2: The pitch

- Release of the brief :

The brief will be displayed within L’ORÉAL BRANDSTORM Platform on January, 9th 2017, at the official launch of the Competition. Teams will be able to enrol for the Technological challenge and/or the Brand challenge.

- The pitch :

The Team will be invited to pitch the main idea of their project through a 3 slides presentation maximum.

The Team will have to submit this presentation online through the Platform before the deadline set in the participating country.

Step 3: National Selections

The selected Teams from the previous step (step 2: the pitch) will be invited to work on a second phase. They will have to further develop their idea based on their pitch.

Teams get access to ONLINE materials to help them render their “Pitch” concrete along through a 30 slides maximum presentation.

Each country organizes a National Selection for the Teams to present their innovation concepts to a national jury. National Selection will take place either ONLINE or OFFLINE (L’ORÉAL Office, venue, university …) Each country will choose the way it runs its National Selection. Further details will be communicated subsequently in the year of 2017 through the Platform (www.brandstorm.loreal.com).

For the National Selection OFFLINE:

Each Team's presentation during the National Selection is limited to a maximum of 20 minutes (10 minutes full presentation + 10 minutes discussion and exchange).
For the National Selection ONLINE:

The Teams will be invited to submit a presentation video of their project that shouldn’t last for more than 10 minutes. All the members in the Team should appear on the camera. It should replicate the situation of a jury watching to the presentation live.
You will also be required to submit your PowerPoint presentation to the jury.
The online process may vary from a country to another; Participants will refer to their local BRANDSTORM manager for further information.

The national jury will select one winning Team in each challenge category.
It may also decide to select additional runners-up.

Step 4: Regional Selections

Each region will hold a Regional Selection.
The National winning Team of each challenge category will automatically qualify for the Regional Selection.

The National winning Teams will be able to work with a local agency (defined by the BRANDSTORM country manager) in order to create visuals to illustrate their projects (further details regarding the dimensions will be communicated to the teams later on during the year).

Regional Selection will take place either ONLINE or OFFLINE (L’ORÉAL Office, venue, university …).
Each region will choose the way it runs its Regional Selection.
Further details will be communicated subsequently in the year of 2017 through the Platform (www.brandstorm.loreal.com).

L’ORÉAL and/or affiliate cannot in any way be held responsible should the national winning Team and/or any of its Team members be unable to travel to the place where will be held the Regional Selection event.
The travelling expenses (flight tickets and/or train tickets, transfer costs between airport/train station and the hotel or offices) and the hotel accommodation will be covered by L’ORÉAL.
Teams will not be reimbursed for materials or resources used in the preparation of their presentation, for any expenses related to trips to L’OREAL.

Stage 5: World finals

The Regional winners will be invited to join the World Finals held in Paris from the 14th of June 2017 until the 15th of June 2017.

In the frame of the World Finals fair (to set-up their dedicated space) the winning Teams of the Regional Selections will be invited to rework with the agency on the visuals related to their projects.

The exhaustive list of required materials for the fair will be given after the Regional Selection.
The official required materials must not be printed by the Teams themselves.

L’ORÉAL and/or affiliate cannot in any way be held responsible should the Stage 4 winning Team and/or any of its Team members be unable to travel to France to participate in the World Finals.
The travelling expenses (flight tickets and/or train tickets, transfer costs between airport/train station and the hotel or offices) and the hotel accommodation will be covered by L’ORÉAL. L’ORÉAL will be in charge of the booking and payment related to the travelling expenses.
Teams will not be reimbursed for materials or resources used in the preparation of their presentation, for any expenses related to trips to L’ORÉAL.

6. JUDGING CRITERIA FOR BRANDSTORM PARTICIPANTS

At each steps projects will be evaluated out of on 100, based on the following criteria.

General judging criteria are:
<table>
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<tr>
<th>Criteria</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>INNOVATIVE</td>
<td>30%</td>
</tr>
<tr>
<td>USEFUL</td>
<td>30%</td>
</tr>
<tr>
<td>FEASIBLE</td>
<td>20%</td>
</tr>
<tr>
<td>SCALABLE</td>
<td>20%</td>
</tr>
</tbody>
</table>

Please bear in mind the relevance of the project regarding the brand and market’s needs, the team spirit and the general appearance of the presentation.

The judging criteria will be the same regardless the ONLINE or OFFLINE format of the selection. For the World Finals only, in addition to the 4 criteria mentioned above, the jury members will be able to grant a “special like” to the projects of their choice.

In case of a draw in any challenge category, the winning team will be the team who will gained the highest number of “special likes”, in case of equal number of likes the winning team will be the team who will have scored the highest points under the Innovative criterion. In case of equal number of points, the winning team will be the team who will have scored the highest points under the Useful criterion. In case of equal number of points, there will be 2 winning teams.

7. PRIZES

The following prizes will be awarded, according to definitive Team ranking at the World Finals:

The best Team of the Technological challenge and the best Team of the Brand challenge will be awarded with a prize of 10,000€ each (tax not included, at the exchange rate applicable at the date of payment). The winning Team of the Sustainability trophy will be awarded with a prize of 5,000€ (tax not included, at the exchange rate applicable at the date of payment) regardless the challenge category.

These prizes will be equally shared between the Team members. In case of a disqualification of one of the Team members by L’OREAL, the prize will be equally shared between the remaining Participants of the Teams. In the event that a Team member should leave the Team under a legitimate reason (as mentioned in section 3), the Participant leaving the Competition will be awarded the following way:

- 80% of its due if leaving the Competition and the Team after the Regional Selection and up to and including to the World Finals.
- 50% of its due if leaving the Competition and the Team after the National Selection and up to and including to the Regional Selection.
- 0% of its due if leaving the Competition and the Team before the National Selection.

Each Team and/or Team member will be wholly responsible for the payment of any tax, contribution or amount of any kind due in respect of the award of a prize under the Competition.

8. PARTICIPATION AND INTERNSHIPS

At any step of the Competition, Participants can be recruited for an internship in a division of the L’OREAL Group which does not deal with the brand focused on by L’OREAL BRANDSTORM for that year.

At any time during the Competition, Participants cannot be employees, trainees and/or interns of the teams of L’OREAL or of any of its affiliates assigned to the brand(s) which is/are the basis of the case study during the same aforementioned period.

Students who did an internship in the department of the brand concerned by the case study during the 2 years preceding the Competition cannot participate in the current edition.

Participation in the Competition cannot in any way be deemed to give rise to any contractual relations with L’OREAL SA or any of its affiliates and in particular any employment rights.

9. INVOLVEMENT OF THE L’OREAL STAFF
The local HR Manager is responsible for the organization of the Competition up to and including the National Finals. He/she will be the direct contact person and information provider for the Participants and/or the Teams. He/she can be contacted using the Platform, through the “contact” section.

The Participants cannot contact directly the International BRANDSTORM Team.

The Participants cannot have any contact whether directly or indirectly with operational managers of L’ORÉAL and/or its affiliates who are assigned to the brand(s) which is (are) the basis for the case study from the end of the briefing session and up to and including the National, the Regional Selection and/or World Finals. Such contact will lead to team disqualification (with the exception of the meeting previewed for the national winning team after the National Finals, see article 7 step 3).

The operational management will be represented on the jury of the National Selections.

10. **IN VolVEMENT OF THE MEDIA**

Participants and/or Teams are prohibited from any direct and/or indirect contact with the media, except if authorized by the local HR Manager or the L’ORÉAL Corporate Strategic Recruitment Department.

11. **DI SQUALIFICATION**

L’ORÉAL may, at its sole discretion, disqualify a Team and/or any of the Team members from participating if the Team or any of the Team members shows a disregard for these Official Rules, or acts in any un sporting or disruptive manner. L’ORÉAL may exclude any Team and/or any of the Team members if the Team or any of the Team members intends to damage any L’ORÉAL BRANDSTORM material or information. L’ORÉAL has the right to prosecute any Team and/or any of the Team members if the Team and/or any of the Team members try to destroy, disrupt damage or alter the proceedings of the Competition.

12. **PERSONAL DATA**

In accordance with applicable law on data protection, the personal data collected through the form available on [www.brandstorm.loreal.com] shall be processed solely by L’ORÉAL for purposes of managing the Participant’s participation to the Competition, the registration to the L’ORÉAL International Human Resources Communication Department, and registration in its recruitment database

Only the persons authorized by L’ORÉAL can access the personal data of the Participants for the purposes mentioned above. In accordance with applicable law on data protection, the Participants have a right to access, correct, object and delete their personal data. To exercise these rights, it suffices to send us an e-mail with proof of your identity to the following address: brandstormhotline@loreal.com

Participants exercising the right to delete their personal data prior to the end of the Competition shall be deemed to have waived their right to participation.

13. **DISSEMINATION AND PUBLICATION OF CONTENT ON THE PLATFORM.**

L’OREAL defends the values of toleration and of respect of the rights of others. This is the reason that this Platform may not be used as a vehicle for racist, violent, xenophobic, malicious, obscene or illicit proposals.

- In using this Platform, Participants agree not to: upload viruses or other harmful code,
- publish content likely to incite hatred or violence, threatening content, pornographic content, content containing nudity or gratuitous violence, or any other form of inappropriate content,
- distribute information or content capable of upsetting the sensibilities of the young;
- conduct illegal activities, including, but not limited to, infringing on the rights as to software, marks, photographs, images, text, video etc.

By using the Platform, the Participants declare:
14. CONFIDENTIALITY OBLIGATION

In the course of participating in the Competition, especially when having access to any content provided within the Platform, the Team members will have access to information and know-how of all kinds, in particular commercial, financial, scientific, industrial or marketing, concerning the activities, operations and studies of L’ORÉAL, of one or more other companies of the L’ORÉAL Group or of one or more companies with whom they have or have had relations or in which they have an interest. The team members will also have access to information concerning natural persons who are members of the companies referred above (hereinafter the “Information”). The Team members must take the necessary measures to keep the Information strictly confidential, with the exception of information which is already in the public domain.

The Team members acknowledge that disclosure of the Information would cause the L’ORÉAL Group considerable damage allowing the local L’ORÉAL affiliate or L’ORÉAL to engage their liability. The confidentiality obligation will survive the termination of the Competition, for whatever reason, until such time as the object of such obligation ceases to exist.

14. RIGHTS’ ASSIGNMENT

The Competition is organized by the L’ORÉAL International Human Resources Communication Department and is exclusively designed for an exchange with the student world. As the projects are built from L’ORÉAL brief and ideas, and as similar development may be currently under progress, all concepts communicated by Teams and Team member during the Competition shall not be considered as being able to lead to any concrete development(s) which could give rise to intellectual property rights. Notwithstanding the foregoing, in the event where the items submitted to L’ORÉAL by Participants in the context of their participation in the Competition give rise to any intellectual property rights, the Participants will assign to L’ORÉAL, which accepts, all rights of reproduction, representation, adaptation or translation attached to the items (designs, slogans, models etc.), on all support medias including those which are unknown on the date of the Competition, for all purposes of internal or external communications, including corporate communication (inter alia the L’ORÉAL Group Annual Report, L’ORÉAL Group activity reports and/or its French and foreign subsidiaries, brochures, letters to shareholders …), as well as for all public & press relations purposes and for commercial, promotional and advertising purposes, notably in relation to the products commercialised by the L’ORÉAL Group and/or to the brands of L’ORÉAL Group, for the legal duration of the intellectual property right, for the entire world, without any limitation on number.

This assignment of rights will be granted and accepted free of charge.

You hereby expressly declare that you hold any and all rights and all necessary authorizations required for the quiet enjoyment by L’ORÉAL of the rights assigned hereby.

15. AUTORISATION TO USE THE PARTICIPANTS’ IMAGE

For the purposes of the Competition, as a Participant, you hereby expressly and free of charge authorize L’ORÉAL to: reproduce, represent, modify, adapt, transfer and distribute your image in connection with the Competition for all purposes of internal or external communications, including corporate communication (inter alia the L’ORÉAL Group Annual Report, L’ORÉAL Group activity reports and/or of its French and foreign subsidiaries, brochures, letters to shareholders …), as well as for all public & press relations purposes, and for all commercial, promotional and advertising purposes, notably in relation to the products commercialised by the L’ORÉAL Group and/or to the brands of L’ORÉAL Group, on all support medias including those which are unknown on the date of the Competition.

This authorization is granted free of charge commencing from the date of first use of the Participant’s image for a 5 years term commencing on the date of first use of the Participant’s image.

It is understood that communication materials reproducing Participants’ image may be difficult to remove from the L’ORÉAL Group’s social media channels and sharing websites (such as Facebook, Instagram, Pinterest, Tumblr, Youtube etc.), and Participants agree that such communication materials may remain on social media channels and
sharing websites as they were originally posted provided that after the aforementioned 5 years term, L’OREAL shall not repost or authorize others to repost such materials.

The term “image” is understood as referring to the full set of attributes of the Participant’s personality, including but not limited to his/her image, voice, family name and forenames, signature, capacities stemming from his/her professional activities and his/her professional designation(s).

You hereby expressly declare that you hold any and all rights and all necessary authorizations required for the quiet enjoyment by L’OREAL of the rights assigned hereby.

16. CLAIMS

Any disputes, questions and/or claims relating to the Competition up to and including the National Selection must be received at the latest within 15 days of the date at which the winning Team of the National Selection has been announced.

Any disputes, questions and/or claims relating to the competition up to and including the World Finals, must be received at the latest within 15 days of the date at which the winning team of the World Finals has been announced.

The dispute, questions and/or claims must be sent in English or French to L’ORÉAL BRANDSTORM International Management by registered mail with acknowledgement of receipt at the following address: L’ORÉAL International Human Resources Communication Department - L’ORÉAL - 41, rue Martre - 92117 Clichy CEDEX, France.

Upon receipt, the L’ORÉAL BRANDSTORM committee will meet and a reply will be sent within 1 month of receipt. The committee will be made up of a member of the concerned National/Regional/World jury, L’ORÉAL BRANDSTORM International Management, and a member of the Office of the General Counsel for Human Resources. Any decision of the committee shall be binding and final and no player shall have any further right to recourse or to appeal.

These rules are governed by French law and all disputes arising from the competition will be subject to the exclusive jurisdiction of the competent French courts.

17. AMENDMENT OF THE RULES

We may be required to amend these rules inter alia to comply with any new legislation and/or applicable regulations. Any amendment shall be integrated within these rules and shall be announced on the Platform and filed with the SCP Simonin – Le Marec – Guérrier, Huissiers de Justice Associés.

In the event that any clause hereunder is declared null or void, it shall have no impact on the validity of the Official Rules themselves.

18. MISCELLANEOUS

The original rules of this Competition, in the custody of SCP Simonin – Le Marec – Guérrier, Huissiers de Justice Associés, 54 rue Taitbout, 75009 PARIS, will be the sole valid set of rules.

The Official Rules of the Competition will be placed in the custody of Maître Simonin both in French and in English. In case of dispute regarding the Official Rules of the Competition, the French version will prevail.

L’ORÉAL reserves the right to shorten, modify, or cancel the Competition, without the teams and/or team member being able to claim compensation thereof.

L’ORÉAL BRANDSTORM, its concepts, content, look-and-feel, logo and all other graphic elements and organization are and will remain the sole property of L’ORÉAL.

L’ORÉAL is not responsible for errors in the entries of teams and team members, malfunction of the Platform, incorrect e-mail addresses, or connection problems related to the Competition.
Teams will not be reimbursed for materials or resources used in the preparation of their presentation, for expenses related to trips to L'ORÉAL (National Selection, Regional selection and World Finals) or to the associated communication agency.