

RULES

**DESSANGE – COMPETITION – #MakeMeFeelDessange
From 01/05/2017 to 28/05/2017**

ARTICLE 1 – ORGANISATION

D.F.EXPORT, a French joint stock company (*Société par Actions Simplifiée*) with share capital of €500,200, whose head office is located at 39 avenue Franklin Roosevelt - 75008 Paris, registered within the Paris Companies Register under number B 401 981 667 (hereinafter the "Organiser"), is organising a competition on the principle of a challenge entitled "#MakeMeFeelDessange" from **01/05/2017 to 28/05/2017** midnight (with the French date and time prevailing) available on Internet (hereinafter the "Competition"). Any entry registered by the Organiser after this time will not be taken into account.

This Competition will take place exclusively on the Internet on the Instagram social network.

This Competition and its promotion are not managed or sponsored by Instagram. Therefore, the Organiser releases Instagram from any liability concerning the components linked with the Competition, its organisation and promotion. The information sent by the participants is provided to the Organiser and not Instagram.

ARTICLE 2 – ACCEPTANCE OF THE RULES/ENTRY

Entry in the Competition involves the unreserved acceptance of these rules in their entirety and the terms of the Competition as well as the French law and regulations. Non-compliance with the entry conditions stated in these rules will result in disqualification of the entry.

The complete rules can be viewed online on the DESSANGE official website (<https://www.dessange.com/>) throughout the Competition.

This Competition is open to any adult, worldwide (excluding France) (hereinafter the "Participant") having undergone a hairdressing service in a DESSANGE hairdressing salon participating in the Competition and holding a public Instagram account.

Access to the Competition is prohibited to persons having a direct or indirect legal connection, on an occasional or permanent basis, with the Organiser, its subsidiaries, partners and their subsidiaries, any company participating in the organisation and circulation of the Competition, as well as the persons having direct family relationships with the personnel and/or employees of the Organiser.

Entry is limited to one per person.

Participants authorise any checks concerning their identity and residence. The Organiser reserves the right to require from any Participant the communication of a copy of the documents certifying this information. Any person not fulfilling these conditions or refusing to prove them will be excluded from the Competition and cannot, in the event of winning, benefit from the prize.

Any entry by post is excluded.

Each Participant must play in person and is prohibited as a consequence from directly or indirectly using any method of automated request or inquiry of the site.

It is strictly prohibited, by any process whatsoever, to modify or attempt to modify the gaming devices offered, notably in order to modify their results or any element determining the outcome of a game and the winners of a game. The Organiser reserves the right to ensure equal opportunity is respected between all the Participants, notably by legal means or any other means at its disposal. The Organiser also reserves the right to exclude any person not complying with these regulations.

Any inaccurate or untruthful information will result in the disqualification of the Participant. Any entry not fulfilling the conditions of these rules, will be considered as null and void.

The Organiser reserves the right to exclude, on a temporary or permanent basis, any Participant who, by his behaviour, harms the Competition continuity.

ARTICLE 3 – ANNOUNCEMENT OF THE COMPETITION

Throughout its duration, the Competition will be announced under the news heading of the Organiser's official website (<https://www.dessange.com/>), but also on all social networks official accounts of the Organiser:

- Facebook (<https://www.facebook.com/DESSANGE.Paris>)
- Instagram (<https://instagram.com/dessangeparis/>)
- Twitter (<http://twitter.com/dessange/>).

The entry methods to the Competition are stated on DESSANGE's official website (<https://www.dessange.com/>).

ARTICLE 4 – ENTRY METHODS

4.1. To play and enter the challenge, the Participant must:

1. Undergo a hairdressing service within a DESSANGE salon
2. Take a photo of himself/herself in front of the photo call (a printed board of a Dessange visual) installed in a DESSANGE hairdressing salon participating in the Competition
3. Follow the @dessangeparis account on Instagram
4. Share the photo on his/her personal Instagram account in public mode throughout the duration of the Competition with the official hashtag **#MakeMeFeelDessange**
5. Invite friends to support him/her by "liking" his/her photo

4.2. The Organiser cannot be held liable in the event of an interruption in telephone and/or electronic communications altering entries.

ARTICLE 5 – PRINCIPLE OF THE COMPETITION

The Competition is based on a count of the "likes" on Instagram of the photo uploaded by the Participant. Consequently, the photo with the largest number of "likes" among the photos published with the official hashtag within the deadlines on Instagram will determine the winner of the Competition.

The "likes" on Instagram will be counted on 29 May 2017 at midday Paris local time.

Participants are informed that the date for the count of "likes" may be changed without notice, if a force majeure event occurs making it impossible to carry it out on the planned date. In these circumstances, the Organiser will fix a later date and this without the possibility of any claim.

ARTICLE 6 – PRIZE

6.1. The winner will win one year of "Hair Beauty" services in one of DESSANGE's salons of his/her choice participating in the Competition including:

- 6 shampoo-cut-hairstyling services
- 4 technical services
- 12 hairstyling services

The maximum total value of the prize is €1520 (one thousand five hundred and twenty euros).

The "Hair Beauty" prize can only be used within the same DESSANGE hairdressing salon worldwide (excluding France), within a period of 1 (one) year from the date of announcing the results of the counting of "likes".

6.2. The prize offered to the winner cannot give rise to any dispute whatsoever, or to any awarding of its monetary value (total or partial), or to its exchange or replacement by another prize, of any value whatsoever, for any reason whatsoever.

ARTICLE 7: OBTAINING THE PRIZE

The prize is strictly nominative; therefore, the winner cannot request it to be awarded to another person.

The winner will be contacted on Instagram by a private message between 29 May and 1 June 2017. The terms of use of the prize will then be stated.

An Instagram publication will also announce the winning photo with a mention of the first name of the winner of the Competition and the Dessange salon where the photo was taken.

After being informed that he/she has won, the winner contacts the Organiser within a period of three days. Failing this he/she will be considered as having waived his/her prize.

In the event of a claim on the prize, the customer service department should be contacted:

- by letter to the following address: DESSANGE, jeu "CHALLENGE #MakeMeFeelDessange", 39 avenue Franklin Roosevelt 75008 Paris – France.
- by e-mail to the following e-mail address: concoursdessange@gmail.com

ARTICLE 8: CHANGE IN THE RULES

The Organiser reserves the right to change all or part of these rules.

ARTICLE 9: DISPUTES AND LIABILITIES

Any question on the application or interpretation of the rules or any other question not answered herein, must be sent to the Organiser within a maximum period of 30 days from the end of the Competition, to the following address: DESSANGE, Jeu "#MakeMeFeelDessange", 39 avenue Franklin Roosevelt 75008 Paris – France.

In the event of the occurrence of circumstances outside of its control, the Organiser reserves the right to modify, suspend or cancel the Competition, or any condition of entry.

The Organiser can cancel all or part of the Competition if it appears that fraud has taken place in any form whatsoever, notably through the Internet in relation to entry to the Competition. In this case, it reserves the right not to award the prize to the perpetrator and/or prosecute them for these fraudulent acts. The Organiser's liability cannot be incurred if the counting of the votes has to be cancelled, delayed or modified or the duration of the Competition shortened, following fraudulent acts, force majeure events or any unforeseen event.

Furthermore, the Organiser cannot be held liable in the event of an incident of any nature whatsoever related to use of the computer and/or access to the Internet and/or any other technical incident or any other force majeure event.

In no case can the Organiser be held liable for the prize that it awards to the winner of the Competition, whether it concerns the quality of the prize in relation to that announced or expected by the Participants in the competition, or any loss of any kind that the Participants could suffer due to the prize, whether their loss is directly or indirectly attributable.

If any provisions of these rules are declared null and void or non-applicable, the other clauses retain their full force and scope. All the cases not stipulated by the rules will be settled by the Organiser, whose decisions are final.

Article 10: DATA PROTECTION

The nominative information collected on each Participant is necessary for entering the Competition. The Organiser commits to only use these information in relation to and for the purposes of managing

the Competition. This information is intended for the exclusive use of the Organiser and/or of its subsidiaries and will in no event be sent or sold to third parties.

Pursuant to the provisions of the French Data Protection Act of 6 January 1978, each Participant has a right to access, rectify and delete the information concerning him/her that he/she can exercise on simple written request:

- by letter to the following address: DESSANGE, jeu "CHALLENGE #MakeMeFeelDessange", 39 avenue Franklin Roosevelt 75008 Paris – France.
- by e-mail to the following e-mail address: concoursdessange@gmail.com

The first names, last names, addresses of the winners cannot be used and/or exploited by the Organiser for advertising purposes without their prior and written agreement.

Article 11: IMAGE RIGHTS

Subject to signature of an authorisation to use his/her image, the winner expressly authorises the Organiser to use his/her image free of charge for the publication of his/her photo on DESSANGE's digital media (websites: <https://www.dessange.com/> and <https://shop.dessange.com/> and the DESSANGE Salon website where the photo was taken) and any physical medium.

Article 12: INDUSTRIAL AND INTELLECTUAL PROPERTY

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