

RULES OF THE GAME

"President Enjoy Paris 2025"

ARTICLE 1 – ORGANIZATION

Lactalis McLelland Ltd a company registered in Scotland under number SCO14583, and whose registered office is located at The Creamery, Commerce Road, Stranraer DG9 7DA. (hereafter the "Organizing Company") is organizing, from 03/04/25 and 30/09/25, a game without obligation to purchase (hereafter the "Game") entitled "Enjoy Paris, Share Golden Moments" and accessible only on the Internet at the website <https://www.president.uk.com/> (hereafter the "Site") according to the terms described in these rules.

The Game is made known to the public on the Site, in Point-of-Sale Advertising present in participating stores, the social networks, web sponsorship and on packs of President brand products extending the offer, within the limits of available stocks, namely:

- President Unsalted butter 200g
- President Salted butter 200g
- President Camembert 250g
- President Brie 200g
- President Spray Crème 250g
- President Spreadable Salted Butter 250g

The Organizing Company reserves the right to announce this in any other medium.

ARTICLE 2 – PARTICIPATION

Participation in the Game is open to any adult residing in Great Britain regardless of nationality, using a GB IP address and benefiting from Internet access (hereafter the "Participant").

Any person having a legal relationship with the Organizing Company and its UK subsidiaries, all employees and, in general, any person who has participated directly or indirectly in development of the Game, as well as their family members, all employees, are excluded from participating in the Game.

Participation in the Game is exclusively by electronic means on the Site; any participation on a separate sheet of paper or in any other form will not be taken into account.

Each Participant (same name, same postal address and/or same email address and/or same IP address) can play once a day for the duration of the Game to try to win an instant draw and participate in the final draw.

Each Participant (same name, same postal address and/or same email address and/or same IP address) can win a single "instant draw" prize throughout the duration of the Game and be counted once and only once for the draw, provided that they have successfully completed the game.

Temporary and/or anonymous email addresses will be considered invalid (and, in particular, terminations such as: youmail.com, youpymail.com, yopmail.com, brefmail.com,

mailcatch.com, yopmail.fr, yopmail.net, cool.fr.nf, disposable.fr.nf, nospam.ze.tc, nomail.xl.cx, mega.zik.dj, speed.1s.fr, courriel.fr.nf, moncourrier.fr.nf, monemail.fr.nf, monmail.fr.nf, etc.).

It is understood that a Participant is defined as a single natural person. Therefore, any use of different email addresses for the same Participant will be considered an attempt at fraud resulting in his permanent elimination.

In addition, any false address or address indicated without the consent of the recipient could result in definitive elimination.

It is strictly forbidden, by any means whatsoever, to modify or attempt to modify the proposed game devices, in particular in order to modify the results or any element determining the outcome of the Game and the winners of the Game.

The Organising Company reserves the right to enforce equality of opportunity between all Participants, notably by relying on the legal system or any other means at its disposal. The Organizing Company also reserves the right to exclude participants from any new participation in the Game at any time.

ARTICLE 3 – DURATION OF THE CONTEST

The Game begins on 31/03/2025 at ten o'clock a.m. (10:00 UK time) and ends on 30/09/25 at eleven twenty-nine p.m. (23:59 UK time).

ARTICLE 4 – CONDITIONS OF PARTICIPATION

To play, each Participant must take the following steps:

- 1) Visit the Site between 03/04/25 and 30/09/25, complete a form (first name, last name, address, postal code, city, e-mail address, date of birth, telephone number), accept the rules and click on the "Validate" button
- 2) Solve a 6-card memory game
- 3) By solving the memory game, the Participant initiates his/her participation under the conditions stated in Article 5.1.
- 4) At the time of his first participation, the Participant is entered in the draw to be held at the end of the game.
- 5) The competition is only open to residents of the United Kingdom, aged 18 and over. Purchase is not necessary.
- 6) All entrants participating in the competition are bound by these terms and conditions.

ARTICLE 5 – DESIGNATION OF THE WINNERS

5.1. By instant draws

The awarding of each prize as indicated in article 6.1. is done according to the system called "open instant draws" generated by the computer software.

The first player who participates in the Game at the time of the instant draw predefined by the Organizing Company will be declared the winner.

The entry time used to determine the winners is when the Participant clicks on the "Submit" icon.

If several entries occur at the time of the instant draw, only the first entry recorded by the management centre computer will be the winner (subject to verification of the validity of the entry).

If there is no participation during an instant draw, it is the first player participating after the moment concerned who will be awarded the prize.

Only the data collected and recorded by the Game's computer server concerning the precise moments of participation will be deemed as proof.

5.2. By a drawing

Each Participant may also win a prize as indicated in article 6.2. by a random draw by a computer, under the following conditions:

- 6th October 2025: drawing of 1 winner for a trip to Paris. Entries submitted between 03/04/25 at ten o'clock a.m. (10:00) and eleven fifty-nine p.m. (23:59 GMT) on 30/09/25 will be entered in this drawing.

ARTICLE 6 – PRIZES

The prizes to be awarded are as follows:

6.1. Prizes for Instant draws

Each Participant has the chance to win the following prizes:

- For each of the winners defined in article 5.1, one of the prizes awarded, or one of
- 250 tea towels
- 100 boat bags
- 46 Cheese & Wine sets

6.2. Prize by drawing

Each Participant has the chance to win one trip to Paris for 2 people to be given away, of a unit commercial value of £2,000 incl. tax. The trip includes:

1. Allowance for return standard flights for two adults to Paris or return standard class Eurostar train travel to Paris – UK departure location only - (£600)
2. Allowance for return private transfers from the airport / train station to the hotel in Paris (£200)
3. 2 night's accommodation for two people in a centrally located 4-star hotel (£600)
4. All booking of travel and accommodation management and liaison with prize winners for trip (fulfilment of headline trip to Paris prize) (£600)

Prize valid for 1 year from the date vouchers are sent to the winners.

Booking 4 months before the chosen date - with the email address sent to the winners.

Outside the holiday season (subject to availability at the time of booking).

This prize does not include ancillary costs not indicated above (in particular, the stay does not include the cost of transport from the home of the winners and their accompanying persons to the departure station, any visas, passport, insurance (cancellation and repatriation), meals and drinks not mentioned above, any medical expenses, visits and personal expenses).

On completion of booking of the trip, the dates, transfers, travel and accommodation included is non-transferable to any other dates, venues, travel methods or persons designated at the time of booking with the third-party agency.

6.3. For all prizes

The Organizing Company reserves the right to replace the prizes indicated above, in whole or in part, with other prizes of equivalent value, in the event of external difficulty in obtaining what has been announced, notably stock shortages, even temporary.

ARTICLE 7 – REMITTANCE OF THE PRIZE

7.1. Prizes for Instant draws

The winners will receive their prize within eight weeks of the end of the Game at the postal address provided in their entry form.

7.2. Prize by drawing

Within two weeks after the draw date, the designated winner will be notified of his/her win by the agency in charge of organization and of the procedure to be followed, by email sent to the address indicated on his/her entry form.

The winner must respond to the agency in charge of sending his/her winnings by email or telephone and must confirm his/her interest in the winnings and his postal details within 2 weeks of receiving the email notifying them of winning.

In the absence of response after this deadline, the winner will lose the benefit of his winnings to the alternate.

7.3. For all prizes

Prizes are nominative, non-transferable and may not be the subject of any dispute, refund, or any consideration of any kind whatsoever.

Under no circumstances may the prizes be exchanged for other prizes or for money at the request of the winner.

However, the Organizing Company reserves the right to replace the lots with lots of the same value and similar characteristics if the circumstances so require.

Any entry that is incomplete, illegible, falsified, showing incorrect or out-of-date contact details or which does not comply with the provisions of these rules will be considered null and void, and cannot, therefore, result in remittance of the lot.

In case of return mail for any reason (for example: unknown address, person unknown at address), the Organizing Company may freely dispose of the lot concerned.

The Organizing Company reserves the right to verify the eligibility of all entrants in line with the competition's terms and conditions.

The Organizing Company declines all responsibility for any incidents and/or accidents that may occur during use of the awarded lots. The Organizing Company cannot be held liable for errors in the routing of letters or lots, for their losses during shipping, for failure to receive them or for damage to them.

Without prejudice to any legal action and its right to cancel the registration of the participant, the Organizing Company reserves the right not to send any lot or prize to the winner if the latter:

- provided false or erroneous contact information at the time of registration,
- if the person participated with several accounts or by impersonating a third party
- if the person has, by any means, managed to distort the result of the Game.

The organising company reserves the right at its absolute discretion to withdraw prize entitlement.

ARTICLE 8 – CASES OF FORCE MAJEURE – RESERVATION OF EXTENSION - AMENDMENTS

The Organizing Company cannot be held liable if, due to a case of force majeure, fraudulent activities, IT breakdown or an event beyond its control, the Game were to have to be modified, shortened or cancelled.

In any case, it reserves the right to extend the participation period, and to postpone any announced date.

Amendments to these rules may be published during the effective period of the Game. They shall be considered as attachments to these rules.

Prizes that cannot be distributed, for reasons beyond the control of the Organizing Company, will not be reallocated.

ARTICLE 9 – INTERNET

The Organizing Company reminds Participants of the characteristics and limits of the Internet and declines all responsibility related to the consequences of connection of the Participants to this network via the Site. In particular, the Organizing Company cannot be held liable for any harm, property damage or consequential losses caused to the Participants, their computer equipment or the data stored therein, and the consequences that may ensue for their personal, professional or commercial activities.

Furthermore, the Organizing Company cannot be held responsible in the event that one or more Participants cannot connect to the Site or play on it due to any technical defect or problem related, in particular, to congestion of the network.

The Organizing Company reserves the right to stop or suspend the Game in the event of fraud or in any case where, for any reason whatsoever, the computer system allocates prizes not specified in these rules. In these cases, messages that have informed the Participants of a win would be considered null and void.

The messages provided to Participants by the Site at the time of their participation are automatic and communicated subject to verification by the Organizing Company of compliance with all the provisions of these rules, the absence of fraud or any computer malfunction.

Only the prizes listed in Article 6 are likely to be awarded in the context of the Game. Under no circumstances may the number of each of the prizes be greater than that indicated in these rules.

The Organizing Company cannot be held responsible in the event of non-delivery of the e-mail announcing the win as a result of an error in the address indicated by the Participant on his/her entry form, in the event of failure of the access provider, in the event of failure of the Internet network or for any other case.

ARTICLE 10 – FILING OF THE RULES

The complete rules can be viewed free-of-charge on the Internet at <https://www.president.uk.com/> throughout the effective period of the Game.

ARTICLE 11 – APPLICABLE LAW

These rules are governed by UK law.

Participation in the Game implies outright acceptance of these rules in their entirety and the arbitral authority of the Organizing Company for any disputes relating to interpretation or application of these rules.

Disputes not settled amicably will be addressed through arbitration.

ARTICLE 12 – PERSONAL DATA

As part of the Competition, the participant will be asked to enter personal data (first name, last name, email address, telephone number, etc.) in the Competition registration form available on the Site.

The personal data of the participant is processed by the company Lactalis McLelland Limited, domiciliated at Grosvenor House First Floor, 65- 71 London Rd, Redhill, RH1 1LQ, for the purpose of registering the participant in the Competition, managing the Competition and awarding prizes to the winners.

The company Lactalis McLelland Limited is responsible for the processing carried out on the personal data of the participant.

As part of the competition, the personal data of the participant is retained for the periods strictly necessary for the purposes involved, as detailed below:

Purpose of the processing	Length of conservation	Legal basis for processing
Competition management	Data relating to the participation in the Competition will be deleted on 31.12.25.	Contract performance
Fraud prevention management	In the event of a fraud detection, we keep personal data until 31.12.25.	Legitimate interest

As part of your participation in the Competition, we may disclose your personal data to:

- Authorised persons within our company who are in charge of processing your personal data.
- Our subcontractors in charge of the management of your personal data for the management of the competition and the delivery of the prizes for the winners, the hosting of the Site and its application maintenance of the Site.
- To the competent authorities in compliance with a law, a court decision or on request from the authorities.
- Personal data may be used for marketing purposes. Entrants can opt out of the competition if they do not wish for their data to be used in this way.