

VisitDenmark - BoConcept.
"Win a trip to Copenhagen - Christmas Competition 2016"
Official Rules for the Competition

The Competition is intended for participation only in the United Kingdom, shall be construed according to, and governed exclusively by, the United Kingdom. Do not participate in the Competition unless you meet the eligibility requirements set forth below and are physically located in the United Kingdom at the time of entry. Other similar Competitions are conducted in a number of other countries than the United Kingdom.

The "Win a trip to Copenhagen - Christmas Competition 2016" ("Competition") will run from November 1st 12:00 noon (GMT + 02:00) to December 18th 24:00 hours 2016 (GMT + 02:00) ("Promotion Period"). Participation in the Competition constitutes entrant's full and unconditional agreement to these Official Rules, and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Competition. The Sponsor is responsible for all aspects of this Competition.

NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. VOID WHEREVER PROHIBITED.

SIGN UP FOR NEWSLETTERS IS NOT REQUIRED FOR PARTICIPATION IN THE COMPETITION.

Eligibility: Participants must be aged 18 or over and legal residents of the United Kingdom. **Void where prohibited by law.** Employees, officers and representatives of VisitDenmark, BoConcept, and Administrator, and any of their respective parent companies, affiliates, franchisees, licensees, distributors, suppliers, subsidiaries, retailers, advertising/promotion agencies (collectively "Competition Entities"), and members of the immediate family (mother, father, brothers, sisters, sons, daughters and spouse, regardless of where they reside) and household members of each such employee, whether or not related, are not eligible to participate. Winning a prize is contingent upon fulfilling all requirements set forth herein.

Sponsor/Administrator: The Competition is sponsored and administrated by VisitDenmark, Islands Brygge 43, 2300 Copenhagen S., DENMARK (the "Sponsor" and the "Administrator") (collectively, the "Released Parties").

How to Enter: Eligible participants may enter the Competition by:

- Visiting www.visitdenmark.co.uk/boconcept (the "Website")
- Completing the online Competition registration
- Watch a short video on the Website and successfully answer one question that contains three multiple choice answers.

Completing the registration form and answering the questions is mandatory. All entries must be received by December 18th 24:00 hours 2016 (GMT + 02:00). **Limit one entry**

person per e-mail address during the Promotion Period. All required information must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Proof of entering information at the Website is not considered proof of delivery to or receipt by Sponsor of an entry. Internet entries must be made by the entrant only at the Website. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, but not limited to, commercial competition subscription notification and/or entering service sites, will be declared invalid and disqualified for this Competition. The use of automated entry devices is prohibited and no mechanically reproduced entries are allowed; all such entries are void. Competition Entities are not responsible for: late, incomplete, incorrect, delayed, garbled, undelivered, or misdirected entries. Sponsor reserves the right to disqualify any person or e-mail address that submits more than maximum allowed entries. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. By participating, you consent for Sponsor to obtain, use, and transfer your name, address and other information for the sole purpose of administering this Competition.

Internet Limitations of Liability: If for any reason this Competition is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Competition, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, regardless of whether the tampering has been successful, and to cancel, terminate, modify or suspend the Competition in whole or in part, at any time, without notice and award the Prizes using all non-suspect eligible entries received as of or after (if applicable) this cancellation, termination, modification or suspension date, or in any manner that is fair and equitable. Competition Entities assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Competition Entities are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including, to the extent permitted by applicable law, any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Competition or downloading any materials in this Competition. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-

mail address by an Internet access provider, on-line service provider or other organisation (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Prize: One (1) Main Prize will be awarded at the end of the Promotion.

The Prize is global and will be awarded globally. With exception of similar competitions held in Australia, Sweden, the People's Republic of China, and USA. These countries have individual Prizes.

First prize winner will receive a 5 (five) night stay for two persons at Central Hotel Copenhagen, Tullinsgade 1, 1610 Copenhagen, in a double room for two people incl. breakfast. The winner will also receive roundtrip airline tickets to Copenhagen for two persons and a dinner for two at Granola restaurant.

Total value: app 2,300 GBP.

There are no costs involved for the winner (and guest) regarding flight transportation to and from Copenhagen from the United Kingdom. The winner (and guest) will fly from the following airports in the United Kingdom: London Heathrow, London Stansted, London Gatwick, Manchester, Birmingham, Bristol and Newcastle. The winner (and guest) are responsible for costs regarding transfers to and from the airport, any insurance needed and spending money. Citizens from some countries need visa in order to travel to Denmark. The winner is responsible for organizing any required visa and covering any costs involved. All travel arrangements are subject to availability, blackout dates & other restrictions. The prize is valid from January 1st 2017 – January 1st 2018. The trip must be booked before January 1st 2018. Winner & guest must travel on the same itinerary throughout. Rebooking and changes are not permitted. Tickets are non-refundable and non-transferable. No prize substitution, except by Sponsor, in its sole discretion, if advertised prize is unavailable and only then for prize of equal or greater value. No prize transfer.

The Sponsor is not responsible for cancellation, delays or changes or any other part of the prize or for the inability of the prize winner to take up any part of the prize due to problems with travel or any other factor outside Sponsor's control.

The Sponsor reserves the right at its sole discretion to substitute the prize with another prize of equal or greater value in the event that the aforementioned prize is not available. By accepting the Main Prize, the winner agree to release the Released Parties, to the extent permitted by applicable law, from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the Competition or for damages of any kind caused by any prize or resulting from acceptance, possession, or use/misuse of prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity.

Drawing and Notification: The prize winner will be selected from among all eligible entries received, in a random drawing by the Administrator, an independent judging organization, whose decisions are final in all matters relating to this Competition. The drawing will be completed on or about January 9th 2017. Odds of winning will depend on the total number of eligible entries received by Released Parties from total entries in all countries where the Competition are conducted. The winner will be notified by email, or other home delivery service of Sponsor's choice.

The winner will be announced on January 23rd 2017 on:

www.visitdenmark.com/boconcept.

Prize Conditions: The winner is solely responsible for all applicable state and local taxes and/or any other fees/costs associated with the prize or receipt of the prize. If any potential winner cannot be contacted within three (3) days of attempted notification, the prize will be forfeited and an alternate winner will be selected. Travel companions must also execute and return a travel release. If travel companion is a minor, parent or legal guardian must sign and return release and accompany minor on the trip. In the event of noncompliance with the Official Rules, if a winner cannot be reached by email on winner's entry within 3 days of the first attempt, or if the prize or prize notification is returned as unclaimed or undeliverable, an alternate winner will be selected. The winner's entry and acceptance of the prize constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and county), in all forms of media, in perpetuity, without notice or further compensation, to the extent necessary to conduct the Competition.

Other Terms & Conditions: The Released parties are responsible for all applicable laws of the United Kingdom (if applicable). By participating in the Competition, entrants agree to be bound by these Official Rules and agree that: 1.) Released Parties and their designees and assigns shall have the right and permission to use (unless prohibited by law) the winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without further notice, permission or compensation, to the extent necessary to conduct the Competition and 2.) To the extent permitted by applicable law, Released Parties and their designees and assigns and all of their respective officers, directors, employees, representatives and agents shall have no liability and entrant will indemnify, defend and hold Released Parties harmless from any liability, loss, injury, or damage to entrant themselves or any other person or entity, including, to the extent permitted by applicable law, personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize (including any prize activity or travel related thereto) or participation in this Competition. Entrants further acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, relative to the prize, including, but not limited to, its quality or fitness for a particular purpose. Sponsor reserves the right, in its sole discretion, to disqualify any entry and to modify, terminate

or suspend this Competition should virus, bugs, non-authorized human intervention, action of entrants, or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Competition and, if the Competition is modified, terminated or suspended, at Sponsor's discretion, select winners from those eligible, non-suspect entries. Entrants further acknowledge that said parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee express or implied, in fact or in law, relative to the prize, including, but not limited to, its quality or fitness for a particular purpose.

Use of Data: All information submitted by Entrants will be treated according to Sponsor's privacy policy, available at <http://www.visitdenmark.com/denmark/disclaimer-and-privacy-statement>. By participating in the Competition and providing your e-mail address, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

Disputes: By entering the Competition, entrants agree that 1.) Any and all disputes, claims, and causes of action arising out of or connected with the Competition, or any Prizes awarded, shall be resolved individually, without resort to any form of class action; 2.) Any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Competition but in no event attorneys' fees; and 3.) Under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby, to the extent permitted by applicable law, waives all rights to claim, punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrants and Sponsor or the Released Parties in connection with the Competition, shall be governed by, and construed in accordance with the laws of the United Kingdom. Any legal proceedings arising out of this Competition or relating to these Official Rules shall be instituted only in the courts of the United Kingdom, and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these Official Rules. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. The value of the prizes set forth above represents Sponsor's good faith determinations of the value thereof and such determinations are final and binding and cannot be appealed. If the actual value of any prize turns out to be less than the stated value, the difference will not be awarded in cash.

Winners List: To request confirmation of the name and address of the prize winners, please send a self-addressed, business size envelope, by March 31st, 2017 to: VisitDenmark-BoConcept "Win a trip to Copenhagen – Christmas Competition 2016"

Competition Winners List, c/o VisitDenmark, Islands Brygge 43, 2300 Copenhagen S.
DENMARK.