

Prize Competition

RULES

“Take the A4 highway to get your flight”

1. PROMOTER COMPANY

SEA Società per Azioni Esercizi Aeroportuali, Aeroporto di Milano Linate, 20090 Segrate (MI), P.IVA 00826040156

1a. ASSOCIATED PARTY

Telepass S.p.A., with Registered Offices in Via ALBERTO Bergamini, 50, 00159 Roma. VAT. REG. No: P.IVA 09771701001

1b. RESPONSIBLE PARTY

Advice Group S.p.A, via Riberi 4, 10124 Torino. VAT. Reg. No. 09322540015

2. PERIOD

From July 27th to October 26th 2019.

3. SERVICES UNDER PROMOTION

The purpose of this initiative is to promote and encourage the use of SEA parking services at Milan Malpensa Airport and the Telepass payment services provided by Telepass S.p.A., by those intending to reach the airport in their own vehicles along the A4 motorway section from the "Barriera "Milano Ghisolda" tollbooth to the "Marcallo Mesero" tollbooth.

4. AREA COVERED

Lombardy Region

5. QUALIFYING TRAVELLERS

Anyone who, during the term of this Prize Competition, owns a Telepass Family, Telepass with Viacard and Telepass Fleet contract and meets the conditions described in section 7 "Rules for participation" below.

6. PRIZES

During the period of validity of the initiative, users who meet the conditions described in these regulations will receive a premium consisting in the discounting of € 3.50 (the amount of the toll for the A4 motorway section from the "Barriera Milano Ghisolfi" tollbooth to the "Marcallo Mesero" tollbooth for two-axle vehicles from the balance of the fee for parking at the SEA car parks of Milan Malpensa airport, recognised by SEA S.p.A. upon payment of the fee by the users.

7. MODES OF PARTICIPATION

Users will be able to claim the prize, consisting of the abovementioned transfer, if, during the period of validity of the initiative:

- to reach Milan Malpensa Airport, they travel on the A4 motorway, in particular along the section from the "Barriera Milano Ghisolfi" tollbooth to the "Marcallo Mesero" tollbooth;
- and they use the Telepass system to pay the relevant motorway toll;
- they access the SEA car parks at Milan Malpensa Airport within 4 hours of leaving the motorway tollbooth and pay the parking fee using the Telepass system.

If any of these conditions are not met, the user will not be entitled to the prize and will have nothing to claim.

8. PRIZE MONEY

Total prize money is estimated at €95,000.00 excluding VAT, subject to adjustment at the end of the event, for which a deposit of 20% will be set aside.

9. COMMUNICATION

The event will be advertised in accordance with the terms and conditions of these regulations, through communication campaigns such as audio announcements, messages on bulletin boards in different areas such as the entrance to the car parks.

The Promoter reserves the right to use any other means of communication that it deems appropriate to bring the initiative to the attention of the public.

The rules will be available to read at the manned cash desks and on the site <https://www.lacittachevola.it/>.

10. MISCELLANEOUS

The prizes up for winning may not be converted into cash or gold coins, nor is the person entitled to request, with or without the addition of money, to choose or receive a prize other than the one awarded, even if of lower value.

11. TREATMENT OF PERSONAL DATA

The personal data freely provided by the users at the time of registration and/or during participation in the initiative, are processed in accordance with EU Regulation 2016/679 of April 27th 2016 on the protection of individuals with regard to the processing of personal data ("GDPR"), as well as the Italian legislation in force.

This prize competition is organised by SEA Società per Azioni Esercizi Aeroportuali, which acts as the independent Data Controller ("Data Controller").

More information about the processing of personal data can be found at the following link: <https://www.viamilanoeshop.eu/supporto/informativa-privacy.do>.

12. OBLIGATIONS AND GUARANTEES

The Ministry of Economic Development will be provided with the guarantee required by Presidential Decree 430/01.

Date 16/07/2019

The Promoter
SEA – Società per Azioni Esercizi Aeroportuali

The Responsible Party
Advice Group S.p.A