

1 – Organizing society

HORSE PILOT, SARL with capital of 177 490 euros whose registered office is at CYSOING, registered in the trade and commercial register under Siret number 52787644500034, is organizing, from 30 September 2016 to 4 December 2016 included, a free challenge with no purchase necessity. It is entitled "Ambassadors Challenge Horse Pilot".

Article 2 - Who can participate?

This is a three stages competition:

At the first stage, everyone can participate.

The second step is only for the amateur riders. Participants with a professional license will be selected immediately from this step by the organizing members of the challenge.

At the third stage, only amateur competitors who are successful at the end of the first stage will be entitled to participate.

The third step will be accessible only to the three finalists at the end of the second stage. People directly involved in the organization, implementation, promotion and animation of the contest cannot participate to the challenge.

Article 3 - How to participate

To participate in the first stage, players must fill properly the questionnaire proposed by Horse Pilot. The information given have to be accurate.

The players selected by Horse Pilot for the second stage must submit a video of 30 seconds to 1 minute maximum size with a YouTube, Facebook, Dailymotion or mp4 format. In this video, players will explain why they think they represent Horse Pilot's values and show a performance of them while riding.

When Horse Pilot will have gather all the video, the brand will be organizing a video contest on its Facebook page where everyone will have the opportunity to vote for their favorite candidate. Once the voting period is ended, three players will be selected and invited to come to the Longines Paris Masters and conduct a personal interview with one of our current ambassadors.

Article 4 – Specifications

1) Of the questionnaire

Participants declare on their honor that the information provided in the questionnaire are true. Participants authorize Horse Pilot to use all these data in the Horse Pilot ambassador challenge and also on the communication activities of the brand.

2) Videos

Participants must send to the organizers a videos featuring their motivation to become one of our ambassadors through the values they share with the brand and show their performance on horseback. Only videos and thematic meeting these criteria will be accepted by the organizer and will compete. The videos posted must be free of copyright. As a result, participants must ensure their video will met the following conditions:

- Video shows the participant and is the fruit of his original work;
- If the video is starring other people (adults or children), the participant has obtained permission of that person or the child's parents to allow the contest organizers to use this video.
- The video contains nothing which violates or infringes any right, including, without limitation, copyright, patent or trademark or other intellectual proprietary right, the right of publicity and the

right to protection of privacy of any person or entity.

Any video made for participation in the competition will not affect, in any way, to any person and does not constitute an obscenity, incitement to the realization of certain crimes or offenses, to any provocation or discrimination, hatred or violence. Similarly, videos of naked people or partially stripped are not allowed.

The videos will be subject to moderation and will be controlled by the organizer. By entering the contest, entrant agrees that his video can be and on the Horse Pilot Facebook page and his Instagram account during the game duration.

3) The final

At the last stage, three participants will compete in a final which will take place during the Longines Paris Masters. As such, Horse Pilot offers 2 entrance tickets for one show during the Longines Paris Masters (date and time will be provided later) followed by a cocktail dinner. The transportation fees and accommodation will be dependent on the participant.

Article 5 - Endowment and winners selection modes

1) After the questionnaire

Date of the questionnaire: September 30 to October 13, 2016

Participants allowed to take part on the second round will be selected by the organizing members depending on the match between participants profiles with the qualities sought in the future ambassador.

Regarding participants with a professional license, the selection process will stop there and it is the organizing team who will choose the winner of this category.

For club or amateur riders the challenge will go on.

2) After the video

Videos Gathering: from October 17 to November 6, 2016

Date of vote: November 6 to November 18, 2016

Finalists will be selected at the end of the voting period. The video which has received the most social networks interactions will be selected automatically, the 2 other finalists will be chosen exclusively by the challenge organization members.

3) After the interview

Date of the final: from 1 to 4 December 2016

A one-year Horse Pilot sponsorship including:

For pros: A full competition pack + full training pack

For amateurs or clubs: A competition pack + a training jacket

The winner will be chosen from three finalists for his motivation, his qualities as an ambassador and by sharing Horse Pilot sports values. The choice will be made by the ambassador who will lead the interviews as well as members of the challenge organization.

The results will be posted on the site <https://www.facebook.com/Horse.Pilot/> at the latest the 10 January 2017.

Any winner who could not be contacted or who was not shown in the 10 days following the day he was

contacted and informed that he won, will not be allowed to claim his prize. And in this case the prize will not be awarded.

Article 6 – Responsibilities

In no circumstances the organizer responsibility will be commit for any malfunction of the challenge related to the Internet characteristics. If this happened, the participant cannot claim any compensation of any kind. Facebook and Instagram are not involved in any way on the organization and promotion of this challenge. Consequently, their responsibilities will not be engaged in case of complaint.

Participating in this contest implies knowledge and acceptance of the characteristics and limits of the Internet network regarding technical performance or malfunctions, the response time for transferring information, risks of interruption, risks related to the connection, the lack of protection of certain data against possible diversions and risks of contamination by viruses circulating on the Internet. Horse Pilot cannot be held responsible if a participant or his horse or anyone who is involved in the video making is injured during the video production. Everyone is should be extremely prudent and not put his horse, himself or anybody else on danger.

Article 7 - Data protection

In accordance with the Data Protection Act of 6 January 1978 amended by the Act of 6 August 2004, information collected for the challenge are intended solely by the organizer. The data collected for this purpose are required to participate in the contest. Therefore, people who wish to delete the data before the contest cannot participate in the contest.

The winners expressly authorize the organizer to reproduce and publish gracefully their identity on all the information supports the brand use. This authorization is valid for 6 months from the announcement of the winners. Entrants' game also has a right to access, rectify and delete data concerning themselves by writing a request to the following address:

HORSE PILOT
450 rue de Gruson
59830 CYSOING
LA FRANCE

Article 8 – Rules

This regulation is available on the website www.horsepilot.com

Article 9 – Fraud

Any fraud or fraud attempted, manifested by a beginning of execution and committed in order to obtain a prize by another way than the ones on those rules, will be prosecuted in accordance with Articles 313-1 and following of the French Penal Code.

Article 10 - Applicable Law

This Regulation is subject to French law.

Any difficulty in the interpretation and/or regulation execution will be resolved amicably between the parties. If within one month, no agreement is reached, the dispute will be submitted to the competent courts.