

CELEBRATE INNOVATION ITALY 2021 EDITION

1. OBJECTIVES AND INSPIRING PRINCIPLES

Celebrate Innovation (Italy) is an initiative by Difa Cooper Spa, with a sole shareholder, with registered offices in Via Milano 160, Caronno Pertusella (VA), Member of the Varese Register of Companies with Tax Code and VAT Code no. 00334560125 (hereafter CANTABRIA LABS) aimed at promoting research and innovation (the Initiative).

In the opinion of CANTABRIA LABS innovation is open, shared and participatory and the initiative, in line with the foregoing, includes the submission and awarding of projects in 4 therapeutic areas:

- Photobiology
- Acne
- Trichology
- Dermatology

("Categories")

The initiative is open to any project and any technology that can be applied to the Categories in question such as, for example, the development of ingredients and molecules, Artificial Intelligence, diagnostic tools, wearables and digital projects.

This initiative is not a prize-giving contest or operation ("*concorso od operazione a premio*") as it falls within the cases of exclusion as provided for by article 6, paragraph 1, letter a) of Presidential Decree 430/2001 ("*contests organised for the production of literary, artistic or scientific works, and for the submission of projects or studies in the commercial or industrial field, where the award of the prize to the author of the chosen work constitutes the consideration for the work carried out, or is the recognition of personal merit or an encouragement in the public interest*").

2. PARTICIPANTS

Participation is open to all individuals and legal entities, legally constituted entities, organizations and institutions who wish to submit their projects that are coherent with the Categories covered by the Initiative.

The following are not permitted to participate in the Initiative: people under 18 years of age, members of the Selection Committee and the Jury, as well as all subjects who in various capacities collaborate with the organization of the Initiative and employees and companies in the CANTABRIA LABS Group.

Participation in the Initiative is free and does not involve any constraint or commitment of any nature outside the conditions of participation provided for in these regulations.

Projects must be submitted by all the co-authors of the same through a single application.

Each subject may submit more than one project.

3. EVALUATION CRITERIA

CANTABRIA LABS will evaluate the projects according to the following criteria:

- Innovation
- Sustainability
- Feasibility

4. PROJECT SUBMISSION

Projects must be submitted in their entirety in the period between the 13th of September 2021 and the 31st of January 2022 using the website dedicated to the Initiative at the following address www.cantabrialabsdifacooper.it/celebrateinnovationitaly2021 by

completing the registration *form*. The *form* must be completed either in Italian or English.

Participating subjects take responsibility for the content of their proposals and compliance with applicable legislation. Consequently, CANTABRIA LABS is not responsible for any violations of third parties' rights.

Requests received with methods other than those indicated and/or not accompanied by all the required documentation will not be taken into consideration. CANTABRIA LABS does not take any responsibility for delays or non-receipt due to telematic errors or other causes not attributable to it.

5. PROJECT SELECTION AND AWARDING

5.1 Pre-selection phase

At the end of the project submission phase, during the period between the 1st of February 2022 and the 28th of February 2022, the Selection Committee, composed of internal members of CANTABRIA LABS, will evaluate the documentation received and will proceed with selecting the projects to be admitted to the next stage, up to a maximum of 10 (ten) projects per Category on the basis of the evaluation criteria of the Initiative referred to in paragraph 3.

During selection participants could be contacted to provide insights on the project presented where the Selection Committee deems it useful or necessary.

Participants whose projects are selected to go onto the final stage will be informed by e-mail using the information provided in the registration form.

5.2 Final Phase

The selected projects will then be presented to a Jury composed of exponents of the CANTABRIA LABS Group and qualified and recognized external experts chosen by CANTABRIA LABS from people belonging to the business or academic world.

For each Category a presentation session will be set up during which the selected participants will have 15 minutes at their disposal to present their projects directly to the Jury (face to face or remotely).

Through the application of a score and the compilation of the relative ranking 1 winning project and 2 finalist projects will be selected for every Category by the 30th of April 2022.

Within each Category the winning project will be the one that receives the most points. The second and third projects of the relative ranking will be considered as finalists.

5.3 Award ceremony

The winners of each Category will be announced during the final event of the Initiative to be held during 2022.

The winning project of each Category will receive a cash prize of 15 thousand euro, gross of any applicable taxes.

CANTABRIA LABS will be able to involve any participants, finalists or not, in order to initiate the development of projects if the solutions proposed are of particular interest to CANTABRIA LABS.

CANTABRIA LABS reserves the right not to award prizes where the conditions do not exist to do so.

6. INTELLECTUAL PROPERTY, INDEMNITIES AND WARRANTIES

The authorship of projects remains with the participants. If CANTABRIA LABS is interested in obtaining the economic exploitation or industrial property rights to the project the parties will negotiate the relevant terms separately.

Through participation in the Initiative each participant expressly declares that the project submitted, as well as the relative content (including formulas, presentations and summaries), is original and does not breach, neither in whole nor in part, any third party intellectual or industrial property rights, indemnifying and undertaking, by adhering to these regulations, to hold CANTABRIA LABS and/or any partners harmless from any and all liability, claims for damages and/or sanctions made by third parties in this regard.

Participants guarantee that the contents of their projects are not offensive or derogatory, do not incite violence or racism and do not violate fundamental rights or civil liberties recognized by the applicable rules and regulations on the protection of children and minors, and do not constitute or imply an intrusion into the personal sphere or the family privacy of individuals or contravene the right to honour of third parties or existing legislation in general.

7. CONFIDENTIALITY OF INFORMATION

Adhering to this Initiative each participant accepts that the submitted project, if selected for the Final Phase may be the subject of communication activities.

The fields on the participation *form* and the relative documentation attached will only be viewed by:

- the work team;
- the web platform administrator to collect submissions;
- the members of the Selection Committee and the Jury;
- internal and external people at CANTABRIA LABS or companies in the CANTABRIA LABS Group who, for reasons related to the management of this Initiative, must have access to them.

The abovementioned subjects undertake to maintain and protect the confidentiality of the materials and the information subjected to their evaluation and not to use the information relating to the projects received, except for the purposes strictly related to the Initiative.

Participants, by adhering to this Initiative, also authorize the use of their image in connection with the same in the event their project is a winner or a finalist. This authorization is understood to be made without territorial limits, on a non-exclusive basis for a period of 5 years from the date of the first use and is not subject to any compensation.

8. EXCLUSION

Subjects that submit declarations and/or documentation with information in part or totally false and/or incorrect are excluded from the Initiative. Furthermore, any proposals will also be excluded if they are:

- incomplete;
- sent after the deadline indicated;
- contrary to the rules established by these regulations;
- in violation of third party intellectual or industrial property rights.

9. OBLIGATIONS OF PARTICIPANTS

Participation in the Initiative involves the complete and unconditional acceptance of the contents of these regulations.

All costs and expenses connected with the submission of projects are the sole responsibility of the candidates. Participants, by completing the registration *form* declare that they unconditionally accept the rules in these regulations and the evaluation of the projects in all phases of the Initiative, recognizing the absolute decision-making autonomy of CANTABRIA LABS and renouncing, by adhering to these regulations, to any reservation or dispute in this regard.

10. PUBLICATION

1. These regulations are published on the CANTABRIA LABS website, at the address referred to in paragraph 4. Any changes to these Regulations will be published in the same way.

11. PERSONAL DATA

Pursuant to Article 13 of (EU) Regulation 2016/679 of the European Parliament and Council of the 27th of April 2016, relating to the protection of individuals with regard to the processing of personal data, as well as the free circulation of such data (“GDPR”), CANTABRIA LABS will process the personal data provided in writing or verbally and freely communicated, as Data Controller for the purposes of the Initiative.

CANTABRIA LABS guarantees that processing of personal data is carried out in compliance with fundamental rights and freedoms, as well as the dignity of the person concerned, with particular reference to confidentiality, personal identity and the right to the protection of personal data. For all details relating to the processing of personal data please refer to the information attached to these Regulations and the registration form.

