FENDI

REGULATIONS OF THE "FENDI DESIGN PRIZE" CONTEST"

Article 1. Establishment of the Fendi Design Prize

1.1 Background. Fendi, the fashion *Maison* founded in Rome in 1925, has long been the custodian of a unique heritage of artisanal excellence, manufacturing *savoir-faire* and creative research, in a constant dialogue between tradition and contemporaneity. The Maison's enduring connection with the city of Rome, its cultural heritage and its distinctive aesthetic vision are defining elements of its identity, which over the years has successfully combined its artisanal legacy with an ever-evolving design language. In keeping with this vision, Fendi S.r.l., a company with registered office at Palazzo della Civiltà Italiana, Quadrato della Concordia 3, 00144 Rome, Italy ("**FENDI**" or the "**Organiser**"), is pleased to establish the contest entitled the "Fendi Design Prize" (the "**Fendi Design Prize**" or the "**Design Contest**").

1.2 Regulations. These regulations (the "**Regulations**"), which govern the 2027 edition of the Design Contest, are made available by FENDI through publication on the website https://www.fendi.com/2/cm/articles/fendi-prize.

The Organiser may amend these Regulations at any time without prior notice. Any such amendment will be made available by publication on the same online platform. Should a Participant not wish to accept any such amendment, the Participant shall promptly notify FENDI, whereupon their participation in the Design Contest shall cease.

In the event of any inconsistency between the provisions of these Regulations and those of any other communication relating to the Design Contest, these Regulations shall prevail.

Article 2. Scope

2.1 Purpose. The Fendi Design Prize is an international design initiative open to emerging designers from around the world, conceived to promote and celebrate creative talent by inviting Participants to interpret the distinctive stylistic codes of the FENDI *Maison* through a contemporary vision.

For the purposes of participating in the Design Contest, each Participant is invited to conceive and submit an original design proposal for one or more pieces of furniture intended for contemporary indoor and/or outdoor living spaces, envisioned as settings for gathering, sharing and conviviality, and capable of combining functionality and comfort with a distinctive and joyful design (the "**Project**").

The Project shall offer a contemporary reinterpretation of the *Maison*'s identity, manufacturing excellence and cultural heritage, in accordance with the requirements, procedures and criteria set out in these Regulations.

Article 3. Terms and Conditions of Participation

3.1 Eligibility. The Design Contest is open to any natural person aged between 18 (eighteen) and 34 (thirty-four) years as at the closing date for submission of applications set out in Article 3.2, irrespective of nationality or place of residence, who is currently undertaking or has previously undertaken a course of study in design at a school, university, academy or other educational or training institution (individually, a "**Participant**" and collectively, the "**Participants**"). Participation is permitted either individually or in groups consisting of no more than 5 (five) members. Where an application is submitted by a group, all members must satisfy the eligibility requirements set out in this Article. In the event of group participation (the "**Group**"), a principal representative shall be appointed to manage all communications with FENDI (the "**Group Representative**").

3.2. Application Submission Procedure. To participate in the Fendi Design Prize, Participants and/or, where applicable, the Group Representative must first register for the Design Contest through the dedicated website https://www.fendi.com/2/cm/articles/fendi-prize. Once registration has been completed, Participants and/or the Group Representative shall submit the Project and all required documentation through their dedicated personal area no later than **11:59 p.m. CET on 14 February 2027**, failing which they shall be excluded from the Design Contest.

Projects and/or any related documentation submitted to FENDI after the above deadline and/or through channels other than the platform specified above, including, by way of example, e-mail, ordinary mail or other means, will not be taken into consideration.

Applications must be submitted exclusively in English and must include the following, failing which the relevant Participant shall be excluded from the Design Contest:

A. *Personal and Identification Details + Release Form*

i. the name of the Participant or Group, country/region of origin, date and place of birth, contact telephone number, e-mail address and postal address;

ii. a copy of a valid identity document or passport;

iii. a brief biography of the Participant and/or Group;

iv. details of the school, university, academy or other design education or training institution currently or previously attended by the Participant;

v. a scanned copy of the release form available for download from the dedicated personal area of the Participant and/or Group Representative, duly completed and signed by each Participant, including all members of any Group.

B. *Project Presentation*

i. a brief technical and conceptual description of the Project;

ii. the graphic and technical materials required to provide a comprehensive understanding of the Project, including renderings, technical drawings and material specifications, together with details of the materials and, where relevant, indicative dimensions;

iii. where applicable, photographs of models and/or mock-ups of the Project: a minimum of 2 (two) and a maximum of 5 (five) photographs taken from different angles, at least one of which shall include a dimensional scale reference, for example by means of a comparative object. Each photograph must be taken against a neutral white background;

iv. optionally, a video of the models and/or mock-ups of the Project showing the Project from different perspectives, with a maximum duration of 1 (one) minute.

The Projects shall express the identity of the FENDI *Maison* in a coherent and recognisable manner, interpreting its codes through a contemporary lens, with particular emphasis on:

- the creation of a "*hero piece*" intended for contemporary indoor or outdoor spaces, conceived as a setting for gathering, pausing, interacting and sharing, and capable of accommodating multiple people;
- the ability to combine functionality, comfort and a strong design identity through an original and imaginative approach;

- experimentation with colours, forms and materials, with particular attention, in the case of outdoor spaces, to durability and functionality, while achieving a visually distinctive and joyful result;
- moving beyond the traditional concept of seating through solutions designed to encourage interaction, movement and different modes of sitting, meeting and gathering, transforming a functional object into a shared and memorable experience;
- the exploration of experimental forms, traditional craftsmanship reinterpreted through a contemporary lens, traditional practices and modern techniques, together with innovative combinations of materials;
- respect for and enhancement of the distinctive codes of the FENDI *Maison*, expressed through a contemporary, creative and recognisable design language.

In addition, all Projects must satisfy the following requirements, failing which they shall be excluded from the Design Contest:

- they must not have previously received any prize or award;
- they must constitute an original and unpublished work, meaning a Project which, as at the date of submission of the application, has not previously been published, disclosed, exhibited, presented to the public, commercialised or otherwise made available to the public, whether in whole or in part, and which has been conceived and created by the Participant;
- they must have been conceived and created by the Participant, who must have owned the relevant intellectual property rights since their creation;
- they must be capable of being transported and installed by FENDI, where required for the purposes of any exhibitions, fairs or ceremonies connected with the Design Contest.

3.3 Without prejudice to the foregoing, each Participant expressly undertakes not to submit any Project that is contrary to morality, public decency or ethical principles or, in any event, inconsistent with the values upheld by FENDI, as reflected in the LVMH Code of Conduct available at: https://www.lvmh.com/it/etica-e-conformita/code-de-conduite-fournisseurs-lvmh.

3.4 FENDI reserves the right, at any time, to request that Participants provide appropriate documentation evidencing compliance with the eligibility requirements set out in Article 3.1.

Article 4. Evaluation of Participants and Announcement of the Winner(s)

4.1. Evaluation and Selection. The Projects submitted will be assessed through a final selection conducted by an international jury, whose composition shall be determined exclusively and at FENDI's sole discretion (the "**Jury**").

The Jury shall evaluate the Projects on the basis of the following principal criteria:

- thematic coherence: alignment with the assigned theme and consistency with the distinctive identity of the FENDI *Maison*;
- cultural connection: reference to the relationship with Rome and its invaluable cultural heritage;
- originality and innovation: the degree of innovation embodied in the concept and the distinctive nature of the proposed design;
- quality and feasibility: the overall quality of the design and the technical feasibility of the concept;
- craftsmanship and materials: accomplished use of materials and craftsmanship techniques distinctive to FENDI;

- contemporary relevance: relevance and contemporary quality of the design language.

The Jury's decision shall be final, binding and not subject to challenge. No appeal of any kind may be brought against such decision.

4.2. Exclusions. Projects shall be excluded from the Design Contest where they have been submitted after the deadlines established under these Regulations or through means other than those specified herein, where they fail to comply with the criteria set out in these Regulations, or where they raise issues of unlawfulness, including, by way of example and without limitation, plagiarism, infringement or violation of third-party rights. Exclusion may occur at any stage of the Design Contest and selection process. In such circumstances, FENDI shall not be required to notify the relevant Participant of the exclusion, nor shall a Participant whose Project has been excluded be entitled to any explanation, indemnification, compensation or reimbursement whatsoever..

4.3. Design Contest Timeline and Key Stages.

- 11:59 p.m. CET on 14 February 2027: deadline for submission of Projects and the related required documentation by uploading them to the dedicated personal area of the designated website;
- by 1 March 2027: evaluation and final selection by the Jury;
- 13-18 April 2027: presentation and award ceremony for the Winning Project in Milan during Milan Design Week 2027;
- December 2027 (date to be confirmed): exhibition and physical implementation of the Winning Project, as defined below, in connection with the creation of the FENDI stand at Design Miami 2027.

4.4. Jury. The Jury shall comprise professionals of recognised and proven expertise in the fields of design, fashion, architecture and culture. Its composition shall be determined by FENDI at its sole discretion. The evaluation process shall provide for votes to be cast by the members of the Jury by secret ballot.

The Jury shall be chaired by a Jury President, likewise, appointed by FENDI at its sole discretion. Once the assessments expressed by all Jury members have been collected and validated, the Jury President shall announce the winner (the "**Winner**") or, in the case of a successful Group application, the winners (the "**Winners**").

4.5. FENDI shall be under no obligation to select a Winner or Winners for the Design Contest if, in its judgment, the quality of the Projects submitted does not meet the relevant standards and qualitative criteria established by FENDI.

Article 5. Awards Granted to the Winner

5.1. FENDI shall award the Winner or Winners a cash prize (the "**Prize**") in the amount of **EUR 50,000.00 (fifty thousand/00)**, net of VAT, where applicable, and gross of any withholding taxes required under applicable Italian law. In the event that a Group is selected as the Winner, the Prize shall be divided equally among the members of that Group.

The Prize shall constitute full and inclusive consideration for the services performed by the Winner and/or Winners in connection with the creation of the Winning Project and its physical implementation in the FENDI stand at Design Miami 2027 (the "**FENDI Booth**"), as further described in Article 6.1.

The Prize shall also include consideration for the grant of the intellectual property rights relating both to the Winning Project and to its subsequent development in connection with the implementation of the FENDI Booth, in accordance with Article 8.

Without prejudice to the foregoing, the Winner and/or Winners further acknowledge and accept that participation in the creation of the FENDI Booth represents an opportunity for international visibility, promotion and exposure of their name and work in the context of Design Miami 2027, an event of global significance in the design sector, and acknowledge the resulting benefits in terms of profile and professional portfolio as additional and concurrent value alongside the Prize referred to in this Article.

No further fees, consideration or compensation whatsoever shall be due to the Winner and/or Winners in connection with the foregoing.

5.2. The Winner or Winners shall also have the opportunity to present the Project as part of the event or events organised by FENDI in Milan, Italy, from **13 to 18 April 2027**, during Milan Design Week 2027.

5.3. The awards granted by FENDI are strictly personal and may not be transferred to or used by anyone other than the Winner or Winners of the Design Contest. The Winner or Winners may not assign or otherwise transfer to any third party any rights or obligations arising from their participation in the Design Contest, save pursuant to specific written arrangements entered into with FENDI in advance.

Article 6. Terms and Conditions for Participation in Design Miami

6.1 The Winner and/or Winners undertake to contribute to the creation of the FENDI Booth at Design Miami 2027 by developing and extending the concept, aesthetic language and distinctive elements of the Winning Project to the design and execution of the exhibition stand, in accordance with the creative brief and technical specifications provided by FENDI and subject to Articles 6.5 and 9.2. The operational arrangements, including the potential involvement of third parties appointed by FENDI in relation to technical, structural and systems-related aspects, shall be determined by FENDI at its discretion.

6.2 The Winner or Winners undertake to participate in person and attend, in accordance with the schedule communicated by FENDI, all activities connected with and/or relating to the creation of the FENDI Booth at Design Miami 2027, including set-up, photo/video shoots, preview day and press days.

6.3 Where, for reasons attributable to the Winner or Winners and not resulting from duly documented force majeure circumstances notified in a timely manner, the Winner or Winners are unavailable to participate in the activities referred to in this Article 6, FENDI reserves the right to: (i) proceed with the exhibition and/or use of the Winning Project at Design Miami 2027; (ii) elect not to exhibit the Winning Project at Design Miami 2027; (iii) adopt alternative solutions for the creation of the FENDI Booth; and/or (iv) exclude the Winner or Winners from any further obligations and promotional opportunities contemplated under these Regulations, without FENDI being under any obligation to provide indemnification or compensation.

6.4 Travel and accommodation expenses relating to the participation of the Winner and/or Winners in the events contemplated under these Regulations, including Design Miami 2027, shall be borne in full by FENDI, in accordance with the arrangements and terms determined by FENDI.

6.5 If, in FENDI's sole judgment, the development and/or execution of the FENDI Booth by the Winner and/or Winners fails, in whole or in part, to meet the qualitative, aesthetic and/or technical standards on the basis of which the Prize was awarded pursuant to Article 4.1, FENDI reserves the right to require the Winner and/or Winners to make such amendments and adaptations as FENDI deems appropriate and/or, where considered necessary, to appoint a third party directly to execute all or part of the FENDI Booth, without this giving rise

to any obligation to pay the Winner any indemnification, damages or additional compensation, without prejudice to Article 5.1.

Article 7. Media, Portfolio and Press

7.1 By agreeing to participate in the Design Contest, each Participant expressly authorises FENDI, and any third parties authorised by FENDI, free of charge, worldwide and without limitation in time, to use, reproduce, publish, broadcast and/or otherwise communicate the Participant's name, voice and likeness, including photographs and videos, biography and professional information, as well as the Participant's Project, through any medium and by any process or technology, including, by way of example and without limitation, television, radio, advertising, publishing, catalogues, brochures, press, promotional materials, the Internet, intranet and social media platforms including Facebook, Instagram, LinkedIn and YouTube, for purposes connected with the organisation, communication and promotion of the Design Contest and its results, as well as any related or associated events, including, by way of example, Design Miami 2027 and the award ceremony held during Milan Design Week 2027, including after completion of the Design Contest.

7.2 The Winner or Winners undertake to make themselves available to FENDI for the promotion and/or dissemination of their Projects and of the Design Contest itself. In particular, they undertake to attend promotional events relating to the Design Contest, including the award ceremony held during Milan Design Week 2027 and/or any other promotional event relating to the Design Contest, save in duly documented cases of force majeure and subject to timely notice. FENDI shall provide reasonable prior notice of any such attendance requirements. The related travel and accommodation expenses shall be borne in full by FENDI, in accordance with the arrangements and terms determined by FENDI.

Participation by the Winner and/or Winners in Design Miami 2027 shall be governed exclusively by Article 6.

7.3 Each Participant undertakes not to disclose, publish and/or otherwise make available to the public, whether online or offline, including, by way of example and without limitation, through personal websites or social media accounts, their Project and/or, in the case of the Winner, the implementation thereof within the FENDI Booth, without FENDI's prior written authorisation.

7.4 Each Participant further undertakes not to give interviews, write articles or make statements to the press and/or other media concerning the Design Contest, the obligations arising therefrom, the Projects submitted and/or, in the case of the Winner, the implementation thereof within the FENDI Booth, without FENDI's express prior written authorisation.

7.5 Participants, including the Winner, Winners, any finalists and any other Participants, shall refrain from making any reference to FENDI and/or the LVMH Group, and vice versa, that may be considered detrimental to the image and/or reputation of FENDI and/or the LVMH Group, whether before, during or after participation in the Design Contest.

Article 8. Intellectual Property Rights

8.1 Each Participant, including the Winner, Winners and any finalists, acknowledges and agrees that participation in the Design Contest shall not confer upon them any intellectual property rights in respect of any distinctive signs or creations belonging to FENDI and/or the LVMH Group, including, by way of example and without limitation, trademarks ("FENDI", "FF", ""), other distinctive signs, including FENDI yellow, domain names, designs and models, patents, copyright, know-how and concepts, all of which are rights and materials exclusively owned by and/or under the control of FENDI worldwide and without limitation in time.

Any unauthorised use of such rights or creations may result in civil and/or criminal proceedings.

8.2 Upon the Jury's announcement of the Winner or Winners of the Design Contest, the Winner or Winners shall:

i. automatically and irrevocably grant to FENDI, and/or to any third-party companies authorised by FENDI, the exclusive right, worldwide and without limitation in time, to manufacture, reproduce, modify, adapt and develop the winning Projects (the "**Winning Projects**"), together with any related implementation developed and created for the FENDI Booth on the basis thereof and/or any furniture items and furnishing accessories embodied therein, for non-commercial purposes, including, by way of example and without limitation, heritage purposes, exhibitions, fairs, corporate events, promotional events of FENDI and/or the LVMH Group, and the creation of prototypes or replicas not intended for sale (the "**Non-Commercial Replicas**");

ii. undertake, for a period of 1 (one) year from the date on which the Winner or Winners are announced, not to negotiate and/or enter into any agreement with any third party other than FENDI concerning the potential commercialisation and/or distribution of the Winning Project, any related implementation developed and created for the FENDI Booth on the basis thereof and/or the furniture items and furnishing accessories embodied therein;

iii. upon expiry of the 1 (one)-year period referred to in Article 8.2(ii), and for the following 6 (six) months, grant FENDI a right of first refusal in respect of entering into any agreement concerning the commercialisation and/or distribution of the Winning Project, any related implementation developed and created for the FENDI Booth on the basis thereof and/or the furniture items and furnishing accessories embodied therein.

Article 9. Representations, Warranties and Indemnities

9.1 By submitting a Project, each Participant, including the Winner, Winners and any finalists, expressly represents and warrants that:

- the Projects submitted and, more generally, all works, concepts, documents and graphic and technical materials are original and are exclusively owned by the Participant, or that the Participant otherwise lawfully holds full rights and authority in respect thereof as required to participate in the Design Contest and to grant FENDI the rights and options contemplated under these Regulations;
- the Projects submitted are unpublished and have not previously received any award in any competition, contest or similar initiative;
- the Projects submitted do not infringe or otherwise violate any third party's registered trademarks, copyright, design rights, patents or any other industrial and/or intellectual property rights;
- the Projects submitted are not subject to any third-party claim, demand or legal action relating to infringement, invalidity, revocation or recovery;
- the Participant has not licensed, assigned or otherwise transferred the intellectual property rights relating to the Projects submitted, nor the physical ownership thereof, whether in whole or in part, to any third party in a manner inconsistent with the rights and options granted to FENDI under these Regulations.

Each Participant, including the Winner, Winners and any finalists, warrants the absolute originality of, and full compliance with the representations and warranties set out in this Article 9 in respect of, all materials submitted by the Participant in connection with the Design Contest. Accordingly, throughout the Participant's participation in the Design Contest and thereafter, each Participant undertakes, upon first demand, to indemnify and hold harmless FENDI, the LVMH Group and/or any third-party companies authorised by

FENDI from and against any and all claims, actions, liabilities, costs or demands for compensation brought by third parties in connection with the Projects submitted.

9.2 Without prejudice to the award of the Prize pursuant to Article 5.1, FENDI reserves the right not to make use, in whole or in part, of the contribution of the Winner and/or Winners for purposes of the development, design and/or execution of the FENDI Booth and to entrust all or part of the related activities to one or more third parties. In such circumstances, the Prize referred to in Article 5.1 shall constitute the sole amount payable by FENDI, and the Winner and/or Winners shall not be entitled to claim any additional fees, indemnification, reimbursement or damages whatsoever as a result of their non-involvement or partial involvement in the development, design and/or execution of the FENDI Booth.

Article 10. Communications

All communications relating to the Design Contest shall be sent by FENDI by e-mail to the address provided by the Participant upon registration or, in the case of a Group, to the e-mail address provided by the Group Representative.

Article 11. Independence of Participants and Conflicts of Interest

FENDI shall not in any way interfere, where applicable, with the educational, academic or training activities of any Participant or with the manner in which such activities or studies are undertaken. No employment, agency or other relationship of subordination shall arise between FENDI and any Participant. Under no circumstances shall Participants be deemed to be agents, employees or collaborators of FENDI. Participation in the Design Contest shall not grant Participants any authority, status or right to hold themselves out as representatives of FENDI or to act in any manner in the name of or on behalf of FENDI.

Each Participant shall promptly disclose to FENDI any actual or potential conflict of interest that may interfere with the proper conduct of the Design Contest, failing which the Participant may be excluded from the Design Contest.

Article 12. Liability

FENDI shall not be held liable for any loss, damage or prejudice arising, whether directly or indirectly, from the Participants' participation in the Design Contest or from any events connected therewith. In particular, FENDI shall not be liable for:

- any interruption, modification, delay, cancellation, termination or suspension of the Design Contest resulting from force majeure events or unforeseen circumstances not attributable to FENDI's wilful misconduct or gross negligence;
- any indirect or consequential economic loss, including, by way of example and without limitation, loss of profits, loss of business, reputational loss, loss of earnings, damage to image or any other loss suffered by a Participant in connection with participation in the Design Contest;
- the failure to select a Participant, the exclusion of any application or Participant from the Design Contest, or the failure to award a Prize, where such decisions fall within the discretion of FENDI or the Jury and/or result, more generally, from failure to comply with the terms and/or conditions of these Regulations;
- any delays, incomplete submissions, failures to submit or errors in the transmission of applications arising from circumstances not attributable to FENDI, including, by way of example, connection issues, system errors and any malfunction, unavailability or technical issue affecting the web platform

or IT tool used for registration for the Design Contest and/or for uploading Projects and the related documentation;

- any breach of applicable law by a Participant, including, without limitation, any infringement of third-party rights, such as intellectual property rights or personality rights, or any false, misleading or incomplete information contained in an application;
- any loss or damage arising from the use of external communication systems or platforms, including e-mail, hosting services or social media, which are not directly managed by and under the exclusive control of FENDI and which are used in connection with participation in or management of the Design Contest.

Article 13. Language, Governing Law and Jurisdiction

These Regulations are drawn up in English and shall be governed by Italian law. Participation in the Design Contest constitutes full and unconditional acceptance of these Regulations. Any dispute arising between FENDI and a Participant shall be subject to the exclusive jurisdiction of the courts of Rome, Italy.

Article 14. Contact

For any requests for information or clarification relating to the Design Contest, Participants or, in the case of a Group, the Group Representative may contact FENDI at the following e-mail address: designprize@fendi.com.