



REGULATIONS FOR THE INITIATIVE

Shape Another Future (the “Initiative”)

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Società a socio unico
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INTRODUCTION

The Initiative is promoted by Ferrari S.p.A. to celebrate the Italian Grand Prix, a round of the FIA Formula One World Championship for the 2021 season, which will take place at the Monza Circuit from 10 to 12 September 2021 (the “**Event**”).

In order to make the Event unique, Ferrari is promoting the Initiative among its fans to send a personal artwork, involving a graphic design and/or drawing (“**Artwork**” or, in the plural, “**Artworks**”) based on the creative guidelines provided on the dedicated web page and on Scuderia Ferrari’s social media channels.

Those who wish to participate in the Initiative may send their Artwork to Ferrari through the dedicated e-mail address info@shapeanotherfuture.com, following the instructions provided on the web page <https://www.ferrari.com/formula1/shape-another-future>.

Through a specially appointed internal Committee, Ferrari will select the most representative, original and creative Artworks from among those closest to the creative guidelines requested and which best illustrate the passion of Scuderia Ferrari fans worldwide.

The selected Artworks will be used as a source of inspiration by an artist chosen by Ferrari for communication and PR activities during the week of the Event.

The initiative will also be visible on Scuderia Ferrari’s social networking services, in order to reach and involve as many people as possible.

PROMOTER, ASSESSMENT COMMITTEE, ORGANISATIONAL OFFICE

Art. 1 Promoter

The Promoter of the Initiative is **Ferrari S.p.A.**, a single-member company under Italian law subject to the control and coordination of Ferrari NV (The Netherlands), with registered office in Via Emilia Est 1163 – Modena – Italy – VAT no. and Tax ID Code 00159560366.

Art. 2 Assessment committee

The Assessment Committee will comprise the following professionals working in corporate communication:

- Chief Communication Officer
- Chief Brand Diversification Officer
- Chief Content Officer
- Head of External Relations and Communications
- Head of Global Partnership Revenues & Marketing
- Head of Corporate and Brand Communication
- Ges Head of Communication
- Scuderia Ferrari Title Partner Representatives
- Chosen artist



Art. 3 Organisational office

The contact to refer to for any information on participation is the following: e-mail info@shapeanotherfuture.com

DEFINITION OF THE INITIATIVE

Art. 4 Subject and purpose of the Initiative

The Promoter referred to in Article 1, Ferrari S.p.A., is promoting this initiative, called *Shape Another Future*, in order to collect original and creative graphic artworks and/or drawings from its fans that convey passion for the world of Ferrari, also on an emotional level, in keeping with the theme suggested by Ferrari for the Event.

The Artworks must therefore highlight the passion of fans for Scuderia Ferrari in the celebration of the Event and, at the same time, encourage reflection on the uncertainty that the present historical circumstances generate in each one of us, uncertainty experienced, however, as an opportunity to make positive changes in the future.

The Artworks considered most representative:

- will be displayed in the Ferrari Store in Milan during the week of the 2021 Italian GP;
- will be used to create some communication content to support the initiative;
- may be displayed at other Ferrari venues during the week of the 2021 Italian Grand Prix, including but not limited to the Ferrari Paddock Club Hospitality, the Ferrari Paddock Motorhome and the Ferrari Museum in Maranello.

The aforementioned Artworks will also act as a subject to inspire an Artist who will be chosen by Ferrari to create a graphic work, in the form of a logo (the “**Work**”), which will constitute a major element of company communication in the context of the initiatives linked to the Event.

The Initiative is open to all persons who meet the requirements indicated in Article 7 of these Regulations.

The maker of the Artwork is not required to make any purchase of Ferrari-branded (or licensed Ferrari-branded) items and/or products or pay any sum in order to participate in this Initiative.

It should also be noted that the purchase of any Ferrari-branded (or licensed Ferrari-branded) item and/or product will not increase the chances of selection.

Art. 5 Characteristics of the Artworks

The Artwork shall be produced in accordance with the methods set out in Annex 1 to these Regulations (“**Creative Guidelines**”), and in accordance with the following characteristics:



- (i) it must not bear any logo, trademark or the like referring to third-party products, services or the like;
- (ii) it must not bear logos referring to seasons of the Championship prior to 2021 (including sponsor logos), except for the exclusive reproduction of Ferrari logos together with those of current partners (see www.ferrari.com/ - partner section);
- (iii) it must not portray/depict people, especially minors;
- (iv) it must be an unpublished Artwork and the exclusive property of the participant in the Initiative, original, amateur and free of any third-party usage rights and copyrights;
- (v) ;
- (vi) the maximum size of the file containing the Artwork must be [30 MB].
- (vii) the Artwork must express passion for the world of Ferrari, as indicated in the creative guidelines.

Artworks that do not have the characteristics indicated above will not be accepted and will therefore automatically be excluded.

Art. 6 Publicising the Initiative

In order to be disclosed to the intended audience, the “Initiative” will be communicated through the website <https://www.ferrari.com/formula1/shape-another-future> and the social networking service pages dedicated to the “Scuderia Ferrari”.

Notwithstanding the above, this Initiative is promoted solely and exclusively by the Promoter and cannot be considered as approved or promoted by any social media channel in which it is communicated.

These Regulations contain the terms and conditions for taking part in the Initiative (“**Regulations**”) and are available for consultation by the public on the website <https://www.ferrari.com/formula1/shape-another-future>.

PARTICIPATION IN THE INITIATIVE

Art. 7 Identification and requirements of the intended audience for these Regulations

Requirements

The initiative is intended for all Ferrari Fans who wish to access it, free of charge, through the channels made available by Ferrari as indicated below for the duration of the Initiative (the “**Participants**”).

The following may participate in the Initiative:

- (a) Natural persons acting for purposes unconnected with any business, commercial, craft or professional activity that they may pursue;



- (b) Those who, on 6 August 2021, are of the age of majority and have the capacity to act, or are entitled to rights and duties, according to the law of their place of residence or domicile and, in any case, are no less than 18 years old.

Only one Artwork may be sent per maker.

In the event that the same person sends several artworks, only the first in time to be uploaded in accordance with the method envisaged in these Regulations will be taken into consideration.

Exclusions:

The following are excluded from participation in this Initiative:

- (a) employees of the company Ferrari S.p.A.;
- (b) employees of other sports teams participating in the Formula One World Championship.

Participation is strictly personal and the maker of the Artwork will be automatically identified as the person registering for the Initiative, in accordance with Article 8.

Art. 8 Participation in the Initiative

To participate in the Initiative, Participants must:

- access the dedicated web page <https://www.ferrari.com/formula1/shape-another-future> and take note of the instructions therein [NB: *accessing the internet may result in internet access charges for the Participant in the "Initiative" outside the control of the Promoter, depending on the contractual conditions established with their own operator*]; read the privacy notice contained therein;
- carefully read the terms and conditions contained in these Regulations, including those in Annex 1 of the same, "Creative Guidelines";
- send their Artwork to the e-mail address info@shapeanotherfuture.com, indicating their forename(s), surname, date of birth, mobile phone number and e-mail address.

Art. 9 Grounds for the exclusion of Artworks

Artworks will be considered suitable for participation in the Initiative only after they have been examined by the Committee; this method is adopted in order to prevent Artworks not in keeping with the Promoter's intentions from being published on the site of the Initiative and from participation.



The assessment will take place in order to exclude Artworks that:

- are manifestly in conflict with the law;
- are of little interest and/or insignificant, with unrecognisable or unidentifiable content and of doubtful/little artistic interest;
- are in bad taste and/or contain content that is vulgar, obscene or offensive to contemporary morality;
- have content that discriminates against any race and/or religion and/or nationality or offends the sensibilities of others;
- have violent, pornographic or otherwise sexual content;
- have inappropriate content and references to tobacco, alcohol, drugs or other illicit substances;
- have content that is controversial, offensive, illegal or prohibited by any legal provision;
- have content and references of any kind to the mistreatment of animals;
- have content that incites hatred or violence;
- contain information that is false, imprecise, misleading or fraudulent in any way;
- request or imply a request for remuneration;
- violate in any way the rights of third parties, including copyright and intellectual and/or industrial property rights;
- constitute a form of direct or indirect advertising of any activity or product/service.

All Artworks participating in the Initiative will be subject to preliminary examination by the Committee, which will in the first instance assess their suitability for publication, as well as their compliance with the aforementioned guidelines, and thus the suitability of making them available online.

Any Artworks deemed inappropriate in accordance with the above criteria will be excluded from participation in the Initiative, at the sole discretion of the Committee.

The Promoter reserves the right, in any event, to exclude Participants for breach of the terms and conditions of the Regulations or for any other reason at its sole discretion.

Art. 10 Schedule of the Initiative

The Initiative will take place with the following time frame:

- communication campaign starting from 6 August 2021;
- activation of the web page and e-mail address to which Artworks are to be sent: from 11.00 a.m. on 6 August 2021 to 11.00 p.m. on 23 August 2021.
- meeting of the Assessment Committee for the selection of Artworks by 27 August 2021;
- communication to the Participant makers of the selected Artworks by 31 August 2021;



- carrying out activities related to the Event and the Initiative from 6 to 13 September 2021, during which the selected Artworks will be displayed and used.

ASSESSMENT OF ARTWORKS AND RECOGNITION OF RESULTS

Art. 11 Criteria for the assessment of Artworks

The Artworks will be selected by the Assessment Committee, on the basis:

- (i) of their expressive value,
- (ii) of the originality of the Artwork,
- (iii) of the representativeness of passion for the world of Ferrari and
- (iv) of the relevance to the theme suggested by the Promoter.

The technical quality of the Artwork shall not constitute grounds for preference, except for its non-usability, which shall have the consequences referred to in Article 9 (Grounds for the Exclusion of Artworks).

Art. 12 Ranking

The Assessment Committee will perform a preliminary check, for each selected Artwork, for compatibility with the criteria for admission indicated in these Regulations.

The Commission will subsequently draw up a ranking for the Artworks, selecting the best 10, which, subject to issue by the respective makers of the declarations referred to in Articles 14 and 15, will be used for the purposes referred to in Article 4 above.

Art. 13 Outcome of participation and recognition of makers

The outcome of the selection by the Assessment Committee will be announced by the Promoter, after the Committee meeting and the definition of the selection of Artworks, through publication on the website <https://www.ferrari.com/formula1/shape-another-future>. and will be communicated to the makers of the selected Artworks, using the contact details provided by the same during registration for the Initiative.

At the end of the selection phase, the non-selected Artworks will not be stored or made available in any way within the organisation of the Promoter, nor to any third party, in accordance with the Promoter's company policies, and will be deleted from the systems in use, excepting solely automatic archiving due to internal IT back-up policy.

Art. 14 Artwork usage rights

In order to use the Artworks selected by the Committee for the purposes set out in Article 4 above, the maker of the selected Artwork agrees to transfer to the Promoter, free of charge,



exclusively, definitively and irrevocably, and in territories throughout the world, all usage and exploitation rights, for any reason, including economic, inherent in and connected to the Artwork, such as, by way of example but not limited to:

- reproducing and/or transferring the Artwork to other formats and/or making copies, temporary and/or permanent, in any way and/or form, by means of any reproduction process;
- processing all and/or part of the Artwork, Images and/or Audio, by any means and on any medium;
- transmitting, communicating to the appointed Ferrari staff in the context of the activities related to the Event and in any case using the Artwork in any form, in whole and/or in part;
- displaying the Artwork as part of the activities related to the Event;
- using the Artwork for the production of the Work, including by means of transfer to third parties;
- publishing the Artwork before and during the Initiative on the website <https://www.ferrari.com/formula1/shape-another-future> and on the social media channels of the Promoter;
- using the Artwork in the context of Ferrari's communication activities of all kinds.

When displaying and/or publishing the Artwork in the context of the activities related to the Event, Ferrari shall indicate the name of the maker.

In order to transfer the rights referred to above, the makers of the selected Artworks will receive, at the e-mail address provided during registration, a specific declaration which must be printed, signed, scanned and sent back to Ferrari. Failing this, the selected Artwork may not be used in any way and will be treated in the same way as the Artworks not selected, nor may the name of the maker be published.

Art. 15 Indemnity

The maker of the selected Artwork also accepts the terms and conditions of these Regulations and guarantees:

- that they are the sole maker of the Artwork and have full and exclusive copyright over the Artwork;
- that the Artwork uploaded is original and does not contain any copyrighted material belonging to any third party nor is it subject to other proprietary rights of any third party (including privacy rights or publication rights);
- that they transfer to the Promoter, free of charge, exclusively and definitively and irrevocably, and in territories throughout the world, all usage and exploitation rights, for any reason, inherent in and connected to the Artwork and guarantee to the Promoter the peaceful enjoyment of the usage right for this Initiative, for the publication of the Artwork



on the websites relating to the Initiative and for subsequent publications and/or communication activities of Ferrari;

- that they waive any future claim for remuneration in respect of the Artwork;
- that they are solely responsible for the content of the Artwork uploaded;
- that they indemnify and hold harmless the Promoter, as well as entities connected to it or controlled by it, its representatives, employees, consultants, as well as any of its business partners, from any claims made by third parties, for any reason, in relation to the usage rights transferred to the Promoter and/or the content of the Artwork uploaded.

To this end, the makers of the selected Artworks will receive, at the e-mail address provided during registration, a specific declaration which must be printed, signed, scanned and sent back to Ferrari. Failing this, the selected Artwork may not be used in any way and will be treated in the same way as the Artworks not selected.

Art. 16 Handling of personal data

The personal data of Participants in the Initiative will be used solely for the purpose of participation in this Initiative, under the terms indicated in the information notice, which Participants undertake to read.

Art. 17 Applicable law and competent court

The Regulations and the relationship between the Promoter and Participants in the Initiative are governed by Italian law.

Participation in the “Initiative” implies unconditional acceptance by each participant of all the provisions of these Regulations, which are kept at the offices of the Promoter. Any disputes that may arise between the Promoter and the Participants in the “Initiative” shall be the exclusive competence of the Court of Modena, within the limits of that permitted by current legislation.

Pursuant to Article 6 of Italian Presidential Decree 430 of 26.10.2001, this Initiative is not an event with prizes and therefore does not require a ministerial deposit or any of the formalities reserved for events with prizes.

Maranello (MO), [_____]





Annex 1

Creative guidelines

The future can have many shapes. What's yours?

In this kit you'll find a series of different-coloured shapes to cut out, which you have to place in a grid to create your own composition and show us the future you have in mind.

There are no limits to the number of shapes you can use, or on how to represent your idea of the future: the important thing is that you read the regulations for the initiative carefully.

How it works:

The simple shapes in the kit can be joined together to create more complex figures, as you like. Once you've completed your artwork, just take a photo or scan it and share it at info@shapeanotherfuture.com.

Here's an example of artwork:



Title

Author

