

The “Billabong Girls Photo Contest – There’s no place like home”
Official Rules and Regulations

Article 1 – Sponsor and entry period

GSM EUROPE PTY Ltd, a company constituted under Australian law, with a share capital of AU\$3,010,000, with their registered headquarters at 100 Avenue des Sabotiers, Soorts Hossegor (40150) France, registered with the Registry of Commerce and Companies of Dax France under number B 384 427 290, (hereafter “the Sponsor”) is sponsoring a free contest (no purchase necessary) through the promotion of its collaboration with snowboard photographer Matt Georges on the website HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges" www.billabong.com/girls/eu/mattgeorges (hereafter “the Contest”).

The entry period for the Contest begins at 8.00am Central European Time (CET) on November 2nd 2011 and ends at 8.00am CET on February 6th 2012.

Article 2 – Object of the Contest and prizes

Contestants must create a photo on the theme « There’s no place like home ».

The winner will see his photo turned into a limited edition Tee shirt part of the Billabong Winter 2012/2013 range.

One winner and two finalists will be selected after a deliberation by a jury under conditions and terms specified by these rules and regulations.

The winner will receive:

a day with snowboard photographer Matt Georges in the Alps or in Hossegor, France (depending on Matt George’s schedule), for a total value of up to 1 000 euros, including :

- 1 return airplane or train ticket
- 1 hotel night
- meals

one Billabong wardrobe for a total value of up to 500 euros, including:

- his model of Tee shirt limited edition,
- 1 boardshort
- 1 top,
- 1 sweat,
- 1 dress /1 shirt
- 1 towel,
- 1 pair of slaps

The 2 finalists will receive one Billabong outfit for a total value of up to 200 euros, including:

1 dress / 1 shirt

1 towel,

1 bag,

1 pair of slaps

Prizes are selected by the Sponsor and cannot be returned, redeemed for cash or exchanged for any other consideration, nor transferred to a third person.

The journey can be made from July 2012 to December 2012, subject to availability of photographer Matt Georges.

The transport will take place at the departure and arrival from winner residence nearest's airport or train station (transportation costs to the airport or train station are the responsibility of the winner).

The winner will be handled upon arrival at the arrival airport or train station.

Article 3 – Eligibility

To enter, simply complete the entry form available online on the website HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges" www.billabong.com/girls/eu/mattgeorges and download a Tee shirt model.

Any person (girl and boy) at least 18 years of age residing in Europe is eligible to enter, except for:

GSM EUROPE PTY Ltd employees or members

SCP BUGAT GUILLERME employees or members

generally, anyone involved in running the Contest.

This contest is free of charge and no purchase is necessary.

The Sponsor will therefore reimburse any contestant who so asks for communications costs corresponding to internet access time and connection time to enter the contest, on condition that the contestant send a letter within 45 days following the end of the contest, with receipts for these costs along with an IBAN (their bank details) to the following address: Billabong Europe – Attn Ms Nathalie Chazaud – 100 avenue des Sabotiers – 40150 Soorts Hossegor France.

Reimbursement of these costs is limited to three minutes of communication (time necessary and sufficient to complete the entry form and download the model of bikini) and within six weeks from the date of receipt of the letter of request.

Please note that contestants accessing the Sponsor's web pages via a free or flat-rate internet connection (eg cable, ADSL or any other unlimited subscription) will not be reimbursed, since accessing these pages did not result in any additional cost for the contestant.

Postage for the claim will be reimbursed at ordinary rate force (20g) upon simple written request to the contest address above.

The Sponsor will refund any fees for the purchase of any medium or material used for making the photos and models.

Contestants must provide their first name, last name, age, address, phone number and email

address.

Any entry which is incomplete or does not fully identify the contestant will be void.
Only one entry is allowed per contestant. Submission of more than one entry will result in disqualification.

The winner must provide proof of travel insurance and a valid passport to France within 30 days after the result of the draw, otherwise the prizes will be lost by the winner, without the latter being entitled to make any claims for any reason.

By entering, contestants fully and unconditionally agree to be bound by these Rules.

Any entry which violates the present article will be deemed null and void.

Article 4 – Obtaining Contest Rules

The Rules of the Contest may be accessible online at HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges" www.billabong.com/girls/eu/mattgeorges

A copy of the Rules may be obtained free of charge to any person who so requests to the Sponsor at the following addresses: [HYPERLINK "mailto:nathalie.chazaud@billabong.tm.fr" nathalie.chazaud@billabong.tm.fr](mailto:nathalie.chazaud@billabong.tm.fr) or Billabong Europe – Attn Nathalie CHAZAUD – 100 avenue des Sabotiers 40150 Soorts Hossegor.

Postage for requesting these Rules will be reimbursed at ordinary rate force (20g) upon simple written request to the contest address above and within 45 days following the end of the game. Reimbursement will be made within six weeks from reception of the request.

The Contest Rules may also be consulted at the office of BUGAT GUILLERME, Huissiers de Justice Associés, Résidence « Figaro », Avenue d'Aspremont, Saint-Vincent-de-Tyrosse 40230 France.

Any changes to the present Rules will be available in the same manner.

Article 5 - Contest details

The entry form and model of bikini must be sent before 8.00am CET on 15 January 2012 on the website HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges" www.billabong.com/girls/eu/mattgeorges

Contestants check the collaboration video on the website HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges" www.billabong.com/girls/eu/mattgeorges and get inspired by Matt Georges.

After, they must upload to the the website HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges" www.billabong.com/girls/eu/mattgeorges the photo they have created on the template via a digital jpeg file smaller than 2 megas with a short text explaining why they choose this photo.

The winner will send, in a second time, a file in Photoshop or Illustrator original high resolution (300 dpi) to allow for reproduction and optimum utilization of her creation

The jury will then meet on February 8th 2012 to choose the winning model among the 2 finalists.

The members of the jury are:

- Matt Georges (photographer)
- Anne Flore Marxer (pro snowboarder Billabong)
- Marie –Laure Zanela (blogger « Le monde est à nous »)
- Valérie Hernandez (Billabong girl designer)
- Marine Le Petit (retail Billabong Europe)

The jury's decisions are final and without appeal.

During jury deliberations, the name of the finalists is not disclosed to ensure objectivity and impartiality.

The winner and the 2 finalists will be informed within a week following their designation via the electronic address they provided on the entry form.

Should the 2 finalists don't respond to this ad or if their electronic address and/or postal address be erroneous, the prizes will be lost without the latter being entitled to make any claims for any reason.

Should the winner not respond to this ad or if her electronic address and/or postal address be erroneous, the prizes will be lost by the winner, without the latter being entitled to make any claims for any reason, and the jury will meet again to select a new winning pattern among the 2 remaining finalists (and so on).

The winning design will then appear on the website [HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges"](http://www.billabong.com/girls/eu/mattgeorges) www.billabong.com/girls/eu/mattgeorges as well as the full name of the winner.

The Sponsor will send the prizes within no more than one month's time as from reception of the acceptance of the winner and finalists.

Should the prizes be returned undeliverable, they may be kept by the Sponsor and lost by the winner and the finalists, without the latter being entitled to make any claims for any reason.

Article 6 – Judging criteria

This Contest appeals to the contestants' creativity.

The Tee shirt models will be judged on the following criteria:

originality of the photo

respect of the theme

aesthetic of the Tee shirt

The Tee shirt models must not in any case contain content which, in the Sponsors' sole

discretion, is considered xenophobic, racist, paedophilic, sexually explicit, defamatory or insulting; or which incites racial hatred or murder; or which is otherwise objectionable or inappropriate; or which infringes on third party rights including copyright and the right to privacy.

Article 7 – Right to use name and photo; Privacy rights

Contestants guarantee that they hold the ownership rights to the submitted photo, including copyrights, ie that they have created themselves the Tee shirt model, and provide full security to the Sponsor.

Contestants also certify and guarantee to have received all necessary approvals, including the law relating to the image of any person depicted in the photo, all rights of intellectual property or any rights of property.

The winner will give up exclusively to GSM Europe or any person or entity from its rights, his entire ownership copyright of reproduction, representation and adaptation of his design with a view to exploiting it in any media, in any format and by any method, including the media identified below:

textile products (Tee shirt)

paper media : press (newspapers, periodicals...), magazine, catalogue, brochure, print, poster, flyer, postcard, POS, promotional poster...

digital and multimedia access including off-line (CDI, CD ROM...) or online such as Internet, Intranet or any other service accessible remotely

These transfers of ownership will be granted free of charge, for the entire world and for the duration of the intellectual property right of the author, or his assignees, of the winning photo.

The winner expressly grant license to use his first name, last name and his Tee shirt model in connection with the Contest and promotion of the Contest, without limits of territory or duration and without this use entitling them to any rights other than to his prizes, unless he prefers to refuse the prizes.

The information collected for the present Contest are intended solely for the Sponsor's use and will not be transferred or sold to a third party in any way.

According to French law on protection of personal data (especially Article 34 of the *Informatique et Libertés* law (Data Privacy law) of 6 January 1978, modified by the law of 6 August 2004), every contestant has the right to access, review, rectify, or cancel any personal data held by the Sponsor and may do so simply by contacting him at the address: Billabong Europe – Attn Nathalie Chazaud – 100 avenue des Sabotiers - 40150 Soorts Hossegor - France.

Article 8 – Limitation of the Sponsor's liability

The Sponsor will not be held liable for any prejudice due to malfunction of the website, computer system errors or any virus or other problems that could cause damage.

Hence the Sponsor does not assume any responsibility for any technical malfunction or hardware or software damage to contestants' computer systems or to any data stored there, or for any impact on their personal, professional or commercial activities.

Similarly, the Sponsor will not be held liable for any malfunction in the personal information collection system and/or for problems with postal mail or email delivery and/or for postal correspondence or email messages lost in transit.

The Sponsor also assumes no responsibility for *force majeure* cases or events beyond their control (especially technical problems) that might disrupt the Contest and which could lead the Sponsor to shorten, extend, suspend, postpone, modify or cancel the Contest.

Article 9 –Disputes

The Sponsor has sole discretion without appeal for any question about application and interpretation of the present Rules and for solving any dispute about the Contest, including cases not foreseen by the present Rules.

Any objections are admissible only within one week after the designation of the winner on the website [HYPERLINK "http://www.billabong.com/girls/eu/mattgeorges"](http://www.billabong.com/girls/eu/mattgeorges)
www.billabong.com/girls/eu/mattgeorges

Because the Contest is accessible in different European countries, each with its own legislation, it is expressly agreed that the applicable law of the present Contest is French law.

Any dispute arising from the present Contest which cannot be settled amicably shall be brought before the competent court designated by the French Code of Civil Procedure.

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