

CONTEST RULES

"B&B HOTEL love Travel" février 2026

(France, Suisse, Belgique & Luxembourg)

Article 1: Organizer and Duration of the Contest

The following four companies are collectively referred to as the "Organizer":

- **B&B HOTELS FRANCE**, a limited liability company (*société à responsabilité limitée*) under French law, with its registered office located at 271 rue Général Paulet 29219 BREST, registered with the Brest Trade and Companies Register under number 378 047 500;
- **B&B HOTELS BELGIUM**, a limited liability company (*société à responsabilité limitée*) under Belgian law, with its registered office located at Place Marcel Broodthaers 8, 1600 SAINT GILLES, registered under business number BE 0693 764 388;
- **B&B HOTELS SWITZERLAND GmbH**, a limited liability company (*société à responsabilité limitée*) under Swiss law, with its registered office located at Cours des Bastions 5, 1205 GENEVA, c/o Olivier Brunisholz, Attorney-at-Law, registered with the Trade Register under number CHE-422.607.448;
- **B&B HOTELS LUXEMBOURG SARL**, a limited liability company (*société à responsabilité limitée*), registered with the Trade and Companies Register under number B294919, with its registered office located at 76 rue de Merl – 2146 Luxembourg.

The Organizer is holding a contest titled "B&B HOTELS love Travel" (hereinafter referred to as the "Contest"), accessible via a dedicated microsite. The winners will be determined through a dual process: firstly, via an instant-win mechanic (Jackpot) for the overnight stays and breakfast prizes, and secondly, via a final prize draw for the trip to Venice. For participants residing in Belgium, entry into the final prize draw is strictly conditional upon answering a tie-breaker estimation question, in accordance with local legislation currently in force.

The Contest will run from January 30, 2026, at 6:00 PM to February 15, 2026, at 11:59 PM.

These rules (hereinafter the "Rules") are accessible throughout the duration of the Contest and can be downloaded from the Organizer's website on page <https://www.hotel-bb.com/fr/promotions/france/jeu-concours>.

Article 2: Conditions of Participation

2.1 This Contest is open to any individual of legal age residing in Metropolitan France (including Corsica), Belgium, Switzerland, or Luxembourg, whether a B&B HOTELS customer or not, who wishes to register for free via the microsite (<https://game.hotel-bb.com/bbhotels-love-travel>). The Organizer reserves the right to carry out all necessary verifications regarding the identity, postal address, and/or email address of the participants. Participation in the Contest is excluded for staff members, directors, and shareholders, as well as family members of staff and directors of the Organizer, of management companies (*sociétés gérantes-mandataires*) managing one or more B&B HOTELS, and of B&B HOTELS franchised companies, as well as any person directly or indirectly involved in the organization of the Contest.

2.2 To validly enter the Contest, a participant meeting the requirements described in Article 2.1 of these Rules must, upon the launch of the Contest on the microsite <https://game.hotel-bb.com/bbhotels-love-travel>, comply with the following conditions:

- Read these Rules and accept their terms without reservation by ticking the dedicated box;
- Complete the entry form by filling in the mandatory fields (including the country of residence);
- Answer the question: "For you, the love of travel is...";
- Validate their entry by choosing whether or not to subscribe to the Organizer's newsletter;
- Press the 'start' button on the digital machine to try and align three (3) identical visuals. The result (win or loss) for the "B&B HOTELS France Nights" and "Breakfasts" prizes is revealed instantly.
- Validation of the previous step automatically registers the participant for the prize draw for the "Trip to Venice" prize, subject to compliance with the conditions in Article 3.

For participants residing in Belgium, after entering their country of residence in the form, an additional mandatory step consists of answering the following tie-breaker question: "In your opinion, how many people will have participated in this B&B HOTELS LOVE TRAVEL grand contest by the close of the operation on February 15 at 11:59 PM?"

Answering this tie-breaker question is a *sine qua non* condition for the validity of the instant-win participation for Belgian residents.

Fulfilling all Conditions of Participation validates the entry into the Contest.

2.3. The Contest is limited to a single entry per person for the entire duration of the game. Participation in the Contest is strictly personal and non-transferable (*nominative*). Any use of multiple email addresses by the same person will be considered an attempted fraud, resulting in disqualification from the Contest and ineligibility to be designated a winner.

2.4. Failure to comply with the conditions of participation set forth in these Rules will result in the voiding of the participant's entry. The Organizer reserves the right to verify compliance with the participation conditions at any time, and at the latest when prizes are awarded, to demand from the participant any necessary supporting documents, or to collect them directly in accordance with Article 7 of these Rules, and, if necessary, to cancel the participant's entry.

Article 3: Selection of Winners

3.1. Selection by Instant-Win:

The "B&B HOTELS France Nights" and "Breakfasts" prizes are awarded via an "instant-win" algorithm managed by the Adictiz platform. Winners are informed of their prize immediately upon their participation on the microsite.

3.2. Selection by Final Prize Draw (Trip to Venice):

The winner of the trip to Venice will be selected via an automated prize draw from all valid entries across the four countries (France, Switzerland, Belgium, Luxembourg).

If a Belgian resident is selected in the draw, the final awarding of their prize will depend on the accuracy of their answer to the tie-breaker question. The prize will be awarded to the selected Belgian participant who provided the answer closest to the actual figures recorded at the close of the game. This draw is conducted automatically from all valid entries registered on the platform during the Contest period. The draw is fully automated and guaranteed by our service provider Adictiz, using a random algorithm that meets transparency and fairness requirements.

From all Potential Winners, thirty-one (31) participants will be selected via the Adictiz platform and will be awarded one of the prizes detailed in Article 4 of these Rules.

The selected participants will be contacted by email by the Organizer. They will have seven (7) business days following the sending of this email to acknowledge receipt and accept the prize. If a selected participant does not come forward within the allotted time to accept the prize, they will be considered to have waived their right to the prize and shall not be entitled to any indemnity, award, or

compensation whatsoever. In such an event, the prize will remain the property of the Organizer.

The winner must comply with these Rules. Should it appear that they do not meet the conditions set forth in the Rules, the prize will not be awarded and will be retained by the Organizer. To this end, participants authorize all necessary verifications regarding their identity, contact details, or the integrity and sincerity of their participation. Any false statement will lead to the immediate disqualification of the participant.

Article 4: Prizes

The Contest includes the following prizes:

- **One (1) Trip to Venice:** Two (2) nights for two (2) people at the **B&B HOTEL Venezia Laguna**, including breakfasts + flights departing from Paris, Brussels, or Geneva (at the winner's choice).

The voucher is valid for one (1) year and is subject to hotel availability.

Estimated value of this prize: €600.

This prize is awarded via the final prize draw.

- **Ten (10) B&B HOTELS Nights with breakfast:** One (1) night for two (2) people including two (2) breakfasts in France. Valid on Friday, Saturday, and Sunday nights.

These invitations are valid for all B&B HOTELS in Metropolitan France, with the notable exception of the hotel located near **Disneyland® Paris**.

The validity period is six (6) months from the date of issue.

To book, it is mandatory to check room availability and make the reservation request with the hotel at least thirty (30) days before the planned stay.

Estimated value of each prize: €54 (totaling €540).

This prize is awarded via instant-win.

- **Twenty (20) Breakfasts:** Twenty (20) B&B HOTELS France breakfasts.

Unit price of €10 per breakfast.

Estimated total value: €200.

This prize is awarded via instant-win.

Total estimated value of all prizes: €1,340.

The values indicated correspond to the public price (incl. VAT) commonly practiced or estimated at the date of drafting these Rules; they are provided for indicative purposes only and are subject to variation.

These prizes do not include, without limitation, transportation (except where specifically mentioned), meal expenses other than those stated in the description, or any other costs incurred by the Participant and their guests during the stay.

Article 5: Delivery of Prizes

The Organizer's marketing department will contact the winners within a maximum of seven (7) days after the Contest has ended. Additional information will be sent to them via email.

Prizes are not exchangeable for any monetary value and may not give rise to a partial or full refund. Participants are informed that the sale or exchange of prizes is strictly prohibited. However, should the Organizer be unable to deliver the prize won, for whatever reason, the Organizer reserves the right to substitute it with a prize of equivalent value, to which all participants consent in advance.

Article 6: Limitation of Liability

The Organizer shall not be held liable in the event that it is impossible to contact each winner. Furthermore, the Organizer cannot be held responsible for any errors regarding the name, address, and/or contact details provided by the Contest participants.

Moreover, the Organizer declines all liability for any incidents that may occur during the enjoyment of the prize and/or resulting from its use and/or its consequences.

The Organizer reserves the right, in the event of *force majeure* as defined by case law, to shorten, extend, modify, interrupt, postpone, or cancel the Contest without incurring any liability. However, any modification to the Rules will be subject to an amendment that will be communicated to the participants and posted on the Organizer's website.

Any costs incurred for participating in the Contest are exclusively the responsibility of the participant. The Organizer shall under no circumstances be required to reimburse such costs.

The use of robots or any other similar processes allowing participation in the Contest mechanically or otherwise is strictly prohibited; violation of this rule will result in the permanent disqualification of the creator and/or user.

The Organizer may cancel all or part of the Contest if it appears that fraud has occurred by any means whatsoever, particularly via computer systems, in the context of participation in the Contest or the determination of winners. In such an event, the Organizer reserves the right not to award prizes to the fraudsters and/or to prosecute the perpetrators of such fraud before the competent courts. However, the Organizer shall not incur any liability of any kind toward participants due to any fraud committed. Any fraud, including participating in the Contest without meeting the eligibility requirements, will result in the immediate disqualification of said participant.

Article 7: Personal Data

The Organizer is the data controller for the personal data of participants processed within the framework of the Contest.

The selection of winners is based on a decision-making process conducted exclusively through an automated process. Indeed, Potential Winners are drawn automatically via the "Adictiz" platform. Consequently, any participant may request the intervention of a natural person to obtain an explanation regarding the decision or to contest said decision.

In order to award prizes to the winning participants, the Organizer processes data strictly necessary for the awarding of prizes collected at the time of entry (surname, first name, email address) and, in the event of prize delivery by mail, will collect their postal address from them.

This information is recorded and saved in a computer file and is necessary for the registration of their entry, the determination of the winner, and the awarding and delivery of prizes. Without this information, the request to participate in the Contest cannot be processed, or its processing will be delayed.

This information is intended for the Organizer and may be transmitted to its technical service providers for the purposes of conducting the Contest, as well as to a service provider ensuring the delivery of prizes, if applicable.

Here is the translation into English, specifically adapted for international data protection standards:

For Belgian participants, the numerical data from the tie-breaker question is collected and processed solely to determine the winners in accordance with Belgian legislation. This data is retained for the period necessary to select the winners and to handle any potential disputes.

When entering the Contest, each participant has the opportunity to choose whether they wish to receive commercial communications and newsletters from the Organizer or its partners. This decision is made at the time of registration via a dedicated form.

Consent to receive these communications is provided by ticking an optional checkbox clearly identified on the form.

- If the participant ticks the box, they give their explicit consent to receive newsletters and other commercial communications.
- If the participant does not tick the box, they will not receive any commercial communications or newsletters from the Organizer or its partners.

This choice has no impact on participation in the Contest nor on the chances of winning. In accordance with current personal data protection regulations, participants may withdraw their consent at any time by clicking the unsubscribe link included in the newsletters or by contacting the Organizer at the following address: marketing-operationnel@hotelbb.com.

The Organizer, acting as the data controller, processes personal data for the following purposes:

- Management of the Contest registration;
- Determination of the winners via prize draw;
- Notifying winners of their prizes;
- Management of prize awarding;
- Management of prize delivery;
- Sending commercial marketing (subject to the participant's consent);
- Management of disputes or claims;
- Management of requests regarding the right of access, rectification, and opposition to the processing of personal data for the individuals concerned;
- Fraud control and management of disqualifications, where applicable.

The legal basis for data processing is the necessity for the performance of the contract constituted by these Rules and, for the sending of commercial marketing, consent.

The collected data is retained for as long as is necessary for the proper execution of the Contest. The data may be stored for a longer period if required by specific circumstances (for example, in the event of a dispute between a participant and the Organizer).

Data collected for the purpose of sending commercial marketing (subject to the participant's consent) is retained until the participant withdraws their consent and for a maximum of three (3) years from the date of participation in the Contest.

Unless the participant gives express consent to receive commercial marketing, the collected data is processed solely for the purposes of the proper execution of the Contest.

The data is processed and stored within the European Union.

In accordance with the amended French Data Protection Act and the GDPR, any person concerned by the processing has the right of access, rectification, portability, opposition, and erasure of their data, as well as the right to restrict processing.

For any legitimate request regarding data protection, the Organizer may be contacted by email at privacy.france@hotelbb.com or the Organizer's Data Protection Officer may be contacted directly by email at dpo-france@hotelbb.com.

Finally, it is possible to lodge a complaint with a supervisory authority (the CNIL in France, the Federal Data Protection and Information Commissioner in Switzerland, and the Data Protection Authority in Belgium).

Respect for privacy and the protection of personal information transmitted by participants to the Organizer is essential. The Organizer strives to secure this information by implementing all available means to preserve data security and, in particular, to prevent it from being distorted, damaged, or accessed by unauthorized third parties.

Article 8: Disputes

8.1. Governing Law: These Rules are subject to French law. However, the application of French law shall not have the effect of depriving participants residing in

Belgium, Switzerland, or Luxembourg of the protection afforded to them by the mandatory provisions of their own national legislation.

8.2. Claims: To be considered, any disputes relating to the Contest must be submitted by written request to the following email address: marketing-operationnel@hotelbb.com. These claims must be sent no later than ninety (90) days after the deadline for participation in the Contest as indicated in Article 1.2 of these Rules.

8.3. Amicable Settlement and Jurisdiction: In the event of a persistent disagreement regarding the application or interpretation of these Rules, the Organizer and the participant shall endeavor to find an amicable solution. Failing such agreement:

- **For residents in France:** Any dispute shall be submitted to the competent courts within the jurisdiction of the Organizer's Court of Appeal.
- **For residents in Belgium:** Any dispute relating to the application of these Rules shall be submitted to the competent courts of the judicial district where the registered office of B&B HOTELS BELGIUM is located.
- **For residents in Switzerland:** Any dispute shall be brought before the competent courts of the registered office of B&B HOTELS SWITZERLAND GmbH or the participant's place of residence.
- **For residents in Luxembourg:** Any dispute shall be submitted to the jurisdiction of the courts of and in Luxembourg.