

Dare
AWARD
BY L'ORÉAL



*“ Innovation is everywhere...
But you have to dare ”*

Official rules of Dare Award 2018

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I- How to participate?

Before participating in the Dare Award, you should read the official rules in their entirety. By registering, you unconditionally agree to all of the terms and conditions of these official rules.

Furthermore, you accept any and all of L'OREAL's decisions with regards to the Dare Award as final and binding in all respects.

1- What is the Dare Award?

- The Dare Award (hereafter the "Contest") is an innovation contest organized by: L'OREAL SA (hereafter "L'ORÉAL"), a corporation with a capital of 112.182.708 Euros, registered with the Paris Company Trade Register under the number 632 012 100 with its headquarters located at 14, rue Royale, 75008 Paris,

with the help regarding this second edition of the Contest by:

- The HEC association Start'HEC (hereinafter "Start'HEC"), [type of association] having its head office located at 1, rue de la Libération, 78350 Jouy-en-Josas, and represented by Baptiste WIEL, in its quality of Vice-President.

The aim of the Contest is to promote innovation and creativity among HEC students by rewarding their entrepreneurial spirit. The Contest is made of two challenges:

- The Pitch Challenge ("Parce que vous le créez bien"), which aims at supporting students with an innovative start-up idea in order to develop their project;
- The Student Society Challenge ("Parce que vous le valez bien"), which purpose is to support student societies on the HEC campus in order to conduct an innovation- driven project.

No participation fee or purchase is required.

2- Who can participate?

Only students attending HEC Paris can participate in the Contest. Students coming from another university but who are currently enrolled at HEC as part of an exchange or double degree program can also participate.

For the Pitch Challenge, students can register either individually or in teams of up to four members. For the Student Society Challenge, students have to register in the name of their society, which must be registered in the Official Journal of associations.

Any under-age student must have the consent of his or her parent or legal guardian to accept the Official Rules and participate in the Dare Award.

All participants – individual students and student societies – must have a valid e-mail address.

L'OREAL reserves the right to check the validity of the registration information submitted by students/societies at any stage during the Contest and to ask for copies of ID documents and/or HEC student cards. L'OREAL also reserves the right to refuse participation, or to disqualify, at any time during the Contest, students and/or societies who have submitted incorrect or misleading information. Students/societies will have no recourse against disqualification decisions.

3- The Pitch Challenge – “Parce que vous le créez bien”

a- Schedule

The Pitch Challenge will start on October 8th, 2018.

Following this date, students will be able to register and send the materials related to their project until November 4th, 2018. After November 4th, no registration for the Pitch Challenge will be accepted. The jury (as defined hereinafter in Step 3) will select the students who will enter the final stage of the Pitch Challenge within three weeks after the registration deadline. This final stage will take place during the Pitch Challenge

Closing Ceremony on November 15th, 2018 during which the Jury will rank and announce the three winner teams.

b- Steps to follow

The Pitch Challenge will consist of 3 steps:

Step 1: Registration

To register for the Pitch Challenge, HEC students should respond to the e-mail invitation sent by L'OREAL and Start'HEC. A specific page on the website will be dedicated to the Dare Award at the following address: <http://starthec.fr/> (the 'Website'). In any case, students willing to participate should fill in the application form, which will be linked to the invitation e-mail and will be also available on the Website. The required information includes:

- Number of members in the team,
- Name of the project,
- First name, last name, academic program and e-mail of each team member.

Step 2: Project Presentation and Examination by the Jury

Each student or team of students should write a short document presenting the project (start-up idea, creative initiative...) and send it to starthecasso@gmail.com

before November 4th. The document should not exceed two pages, and should include the following elements:

- First name, last name, academic program and e-mail address of each team member
- Name of the project
- Presentation of the concept –(e.g. What is it? Where does the idea come from? How does it work? What type of customers does it target? How is it innovative? How is it unique compared to what already exists in the field? What are the main trends, challenges and opportunities in the targeted market? etc.) Try to be as original as possible in the chosen format!
- Brief presentation of the business model – How does it create value?
- Rough budget and execution timeline
- One conclusive sentence showing to what extent you will have to “dare” to implement your project

The documents will be examined by members of L'ORÉAL and experts IncubateurHec deadline, based on the following criteria :

- Innovation of the project proposed
- Feasibility of the project
- Sustainability of the project in the long term
- Creativity in the document presented
- Team spirit

Step 3: Pitch in front of the jury

Three projects will be selected by L'ORÉAL to enter the final stage of the Pitch Challenge. The selected students will receive an invitation to pitch in front of a jury of experts made of members of L'ORÉAL and the HEC community (hereinafter the “Jury”) during the closing ceremony (hereinafter the “Pitch Challenge Closing Ceremony”).

Each team will have 3 minutes maximum to present their project and try to convince the Jury of its creativity and originality. Students may show a Power Point, photos, videos, introduce a prototype etc. but their presentation should not exceed 3 minutes.

At the end of the Pitch Challenge Closing Ceremony, the Jury will rank each project (according to the same criteria as defined above in Step 2) and announce the first, second and third teams who will receive a prize (as defined below in Section 5) for the Pitch Challenge.

4- The Student Society Challenge – “Parce que vous le valez bien”

a- Schedule

The Student Society Challenge will start on October 8th, 2018. Following this date, societies will be able to register and send the videos presenting their project until November 4th, 2018. After November 4th, no registration for the Student Society Challenge will be accepted. The jury will select the societies which will enter the final stage of the Student Society Challenge within three weeks after the registration deadline. This final stage will take place during the Student Society Challenge Closing Ceremony will take place on November 15th, 2018 during which the Jury will rank and announce the three winner student societies.

b- Steps to follow

The Student Society Challenge will consist of 3 steps:

Step 1: Registration

To register for the Student Society Challenge, members of HEC student societies should respond to the e-mail invitation sent by L'OREAL and Start'HEC. A specific page will be dedicated to the Dare Award on the Website. In any case, societies willing to participate should fill in the application form, which will be attached to the invitation e-mail and will also be available on the Website. The required information include:

- Name of the student society,
- Valid e-mail address of the society or of a student who will represent the society during the Student Society Challenge.

Each student society can fill only one application form.

Step 2: Social Battle

Each student society should send a video to the address: starthecasso@gmail.com . Each student society can send only one video. The length of the videos is limited to 3 minutes maximum, and the videos should include the following elements:

- A brief presentation of an innovative project that the society wishes to implement (e.g. What is it? What purpose does it serve? How can the society implement it? Try to be as original as possible in the chosen format)
- A link with L'Oréal values, especially the entrepreneurial one. Please note that L'Oréal products can't be showed during video (see point 5 of the "Additional Rules")
- The Dare Award slogan: "Innovation is everywhere... But you have to dare!"

L'Oreal reserves the right to prevent one society from participating in the Student Societies Challenge if the format or content of the video appears inappropriate.

Once collected by L'Oreal the videos will be displayed during two weeks on the Website. After two weeks of "Social Battle", the videos will be ranked according to their number of views.

Step 3: Video Presentation in front of the Jury

The three student societies whose projects will have received the largest number of views will be invited to enter the final stage of the Student Society Challenge. During the Student Society Challenge Closing Ceremony, the selected societies will be asked to show their videos and present their projects in 45 seconds maximum.

At the end of the Ceremony, the Jury will rank each project according to the following criteria:

- originality,
- creativity
- innovativeness.

and announce the first, second and third student societies who will receive a prize for the Student Society Challenge.

The originality of the format chosen for the materials will also be taken into account.

In addition, for the Student Society Challenge, the selection of the three finalists will be based on the number of views on their videos, both on L'ORÉAL's YouTube channel and on Start'HEC's website www.startheec.fr.

5- Prizes

During each of the Closing Ceremonies, the following prizes will be awarded, according to the final decision of the jury:

Pitch Challenge:

- First prize: 2500€
- Second prize: 1 500€
- Third prize: 1 000€

Student Society Challenge:

- First prize: 2 500€
- Second prize: 1 500€
- Third prize: 1000€

II- Additional rules

1- Registration form

When completing the official application form, the teams will be asked to accept the Official Rules. Failure to accept the Official Rules will prohibit the completion of the official application forms. Acceptance by the student having personally completed the official application form on behalf of his/her team or student society will be deemed to constitute acceptance by the other members of the team or student society. Participation in the Contest is subject to each team's or student society's online acceptance of the present Official Rules and the signature of the appropriate documentation relating to the assignment of intellectual property and images rights, if any.

2- Personal information

In accordance with the provisions of Act No. 78-17 of January 6, 1978 as amended, the personal data collected through this form shall be processed solely by L'ORÉAL for purposes of registration to the Recruitment Department of L'ORÉAL, and registration in its recruitment database.

Only the persons authorized by L'ORÉAL can access your data solely for its Recruitment Service. In accordance with the provisions of Act No. 78-17 of January 6, 1978 as amended, the participants have a right to access, correction, objection and deletion for the data that relates to them. To exercise this right, it suffices to send us an e-mail with proof of your identity to the following address: alessandro.moretti@loreal.com

3- Participation Regarding participation in the Contest, students cannot be employees, trainees and/or interns of the teams of L'OREAL or of any of its affiliates assigned to the organization of the Dare Award and/or employees, trainees and/or interns of the associated communication/design agency's teams assigned to the Dare Award.

Participation in the Contest cannot in any way be deemed to give rise to any contractual relations with L'OREAL SA or any of its affiliates and in particular any employment rights.

4- Involvement of the media

Students and/or student societies are prohibited from any direct and/or indirect contact with the media, except if authorized by the local HR Manager or the L'OREAL Corporate Strategic Recruitment Department.

5- Display of L'Oréal products

Students and/or student societies are prohibited from referring to and/or displaying any L'ORÉAL products in the materials submitted to the Contest. In particular, the videos submitted to the Student Society Challenge should not mention and/or show any L'ORÉAL product.

Any oral or visual reference to one of L'ORÉAL products will lead to the disqualification of the concerned student, team or student society.

6- Disqualification

L'OREAL may, at its sole discretion, disqualify a student, a team and/or a student society from participating if the student, team or student society shows a disregard for these official rules, or acts in any unsporting or disruptive manner. L'OREAL may exclude any student, team or student society if the student, team or student society intends to damage any Dare Award material or information. L'OREAL have the right to prosecute any student, team or student society if the student, team or student society try to destroy, disrupt, damage or alter the proceedings of the Contest.

7- Rights of reproduction

The Dare Award is organized by L'OREAL and is exclusively designed for an exchange with the student world. In the event where the items submitted to L'OREAL by candidates for the Dare Award give rise to any intellectual property rights, the candidates will assign to L'OREAL/Start'HEC, which accept, all rights of reproduction, representation, adaptation or translation attached to the items (designs, slogans, models etc.), on all support media (including the digital media) and including those which are unknown on the date of the Contest, for all the purposes of internal and external

communication (including corporate communication), public & press relations, as well as for all commercial, promotional and advertising purposes, all in relation to the Contest, for the duration of the Contest, on a world-wide basis, without any limitation on number.

The assignment of rights is granted and accepted free of charge.

However it is understood that such items may be difficult to remove from L'OREAL's social media channels and sharing websites (such as Facebook, Instagram, Pinterest, Tumblr, YouTube etc.), and candidates agree that such items may remain on social media channels and sharing websites as they were originally posted provided that after the duration of the Contest, L'OREAL shall not repost or authorize others to repost such items.

You hereby expressly declare that you hold any and all rights and all necessary authorizations required for the quiet enjoyment by L'OREAL/Start'HEC of the rights assigned hereby.

8- Personality rights

For the purposes of the Contest, as a participant, you hereby expressly and free of charge authorize L'OREAL/Start'HEC to: reproduce, represent, modify, adapt, transfer and distribute your image in connection with the Contest for all purposes of internal or external communications, including corporate communication, as well as for all public & press relations purposes, and for promotional and advertising purposes, on the on all support medias (including the digital media) and including those which are unknown on the date of the Contest.

This authorization is granted free of charge commencing from the date of first use of the participant's image for the duration of the Contest (up to and including the Pitch Challenge Closing Ceremony and the Student Society Challenge Ceremony).

It is understood that communication materials reproducing participants' image may be difficult to remove from L'OREAL's social media channels and sharing websites (such as Facebook, Instagram, Pinterest, Tumblr, YouTube etc.), and participants agree that such communication materials may remain on social media channels and sharing websites as

they were originally posted provided that after the Contest duration, L'OREAL shall not repost or authorize others to repost such materials.

The term "image" is understood as referring to the full set of attributes of the participant's personality, including but not limited to his/her image, voice, family name and forenames, signature, capacities stemming from his/her professional activities and his/her professional designation(s).

You hereby expressly declare that you hold any and all rights and all necessary authorizations required for the quiet enjoyment by L'OREAL/Start'HEC of the rights assigned hereby.

9- Liability

L'OREAL shall not be held liable for any fraudulent use (notably of the internet network), nor incur any liability whatsoever in the event of force majeure or other similar events which are beyond L'OREAL control (including, but not limited to technical problems, losses or delays in postal services) interfering with the organization and management of the Contest. L'OREAL shall notify participants accordingly in any such event via the Website.

If exceptional circumstances require, L'OREAL/Start'HEC reserve the right to postpone, shorten, extend, modify, cancel or suspend the Contest and L'OREAL/Start'HEC's liability cannot be sought as a result. In this case, we will notify you as soon as possible via the Website.

10- Amendment of the rules

L'OREAL may be required to amend these rules inter alia to comply with any new legislation and/or applicable regulations.

L'OREAL reserves the right to shorten, modify, or cancel the Contest, without the students, teams or student societies being able to claim compensation thereof.

Any amendment shall be integrated within these rules and shall be announced on the Website and/or by e-mail and filed with the Court bailiff identified in Section 12.

In the event that any clause hereunder is declared null or void, it shall have no impact on the validity of the rules themselves.

11- Miscellaneous

The Dare Award, its concepts, content, look-and-feel, logo and all other graphic elements and organization are and will remain the sole property of L'OREAL.

L'OREAL is not responsible for errors in the entries of students, teams and student societies, malfunction of the Website, incorrect e-mail addresses, or connection problems related to the Contest.

Students will not be reimbursed for materials or resources used in the preparation of their presentation.

12- Deposit and consultation of the rules

The full set of rules is filed with SCP Simonin – Le Marec – Guerrier, huissier de justice (court bailiff), domiciled at 54 rue Taitbout 75009 Paris.

These rules may be consulted on the Website throughout the term of the Contest and may also be forwarded at no charge to any person requesting them throughout the duration of the Contest from the L'OREAL at the following postal add