

RULES OF THE MARKETING CAMPAIGN **"Rajićeva's 7 Wonderful Years!"**

INTRODUCTION

This marketing campaign is organized to reward the eight most creative consumers and Instagram followers of Rajićeva Shopping Center for their loyalty.

ORGANIZER **Article 1.**

The organizer of the marketing campaign is:
A.B.D. d.o.o. Belgrade-Stari Grad
Kneza Mihaila 54, registration number: 17409280, VAT number: 102607654 (hereinafter: Organizer).

NAME, DURATION, AND PURPOSE OF THE CAMPAIGN **Article 2.**

The marketing campaign is organized under the name "Rajićeva's 7 Wonderful Years!" (hereinafter: "Campaign")

Duration of the campaign: from September 8 to September 14, 2024.

The campaign starts on September 8, 2024, at 10:00 AM and ends on September 14, 2024, at 10:00 PM.

The campaign is organized to reward 8 (eight) consumers of Rajićeva Shopping Center for their loyalty.

The campaign does not involve an element of chance.

PLACE OF ORGANIZATION **Article 3.**

The campaign is organized at Rajićeva Shopping Center in the Republic of Serbia, Belgrade, Kneza Mihaila 54, and on the Rajićeva Shopping Center's Instagram platform.

Prizes will be collected, after the Organizer's call, at the Rajićeva Shopping Center offices, from September 16, 2024, to September 23, 2024, between 10:00 AM and 4:00 PM, upon presentation of a personal identification document.

CAMPAIGN MECHANISM **Article 4.**

1. **Task to win a gift voucher worth 10,000 RSD:** To participate in this (pre-)birthday giveaway, you need to: follow the Rajićeva Shopping Center profile; like the post titled "Pre-Birthday Giveaway"; tag one person you love to go shopping with in the comments, and write why you love Rajićeva.

The participant with the most creative answer will be awarded and announced daily on the Instagram story of Rajićeva Shopping Center. #staytuned

2. **Task for a gift trip worth 149,544 RSD:** To participate in this giveaway, you need to visit Rajićeva Shopping Center, spend a minimum of 7,000 RSD on shopping, based on one

or a maximum of two receipts, and place the receipt(s) in an envelope with your details: name, surname, contact phone number, and the required "Rhyme for Rome." Participants must then place the envelope in a large, marked box located in the atrium on the ground floor of the shopping center next to the info desk.

The participant with the most creative "Rhyme for Rome" will win a gift trip to Rome for two people!

PARTICIPANTS IN THE CAMPAIGN

Article 5.

A participant in the Campaign is a natural person who is allowed to participate if they meet the conditions specified in the tasks mentioned above.

The Campaign is open to all adult citizens of the Republic of Serbia who meet the conditions for participation as specified in these Rules.

Employees and staff engaged in stores/restaurants at Rajičeva Shopping Center are not eligible to participate in the Campaign.

LOYALTY PRIZES

Article 6.

At the end of the Campaign, the Organizer will award a total of 8 (eight) prizes to participants who meet the conditions for receiving a prize.

The Organizer will award seven gift vouchers worth 10,000 RSD each, which can be used in one store at Rajičeva Shopping Center from September 16, 2024, to September 22, 2024, and one gift trip for two people to Rome worth 149,544 RSD, which can be used until November 30, 2024, according to the instructions included in the gift.

One participant can win only one prize.

The most creative answer from the aforementioned tasks will be chosen at the Organizer's discretion.

RIGHTS AND OBLIGATIONS OF PARTICIPANTS

Article 7.

Participants in the Campaign cannot request prizes in larger quantities or different prizes from those specified in these Rules by the Organizer.

Participation in this Campaign is voluntary, and by participating, participants accept these Rules.

A participant who accepts to participate in the Campaign is solely responsible for their health, actions, and/or any damage caused during the competition and waives any claims against the Organizer, its employees, other participants, and third parties.

All participants are required to follow the Organizer's notifications.

OTHER PROVISIONS

Article 8.

The Organizer has the right to refuse a participant's request for a prize at any time in the following cases:

- The participant uses unauthorized methods or other forms of abuse;
- The participant does not meet the conditions and criteria for participating in the Campaign;
- The participant disrupts the operation and peace at Rajičeva Shopping Center or obstructs other people, employees, and participants.

Article 9.

By participating in this Campaign, consumers/followers agree that, if necessary when claiming prizes, their likeness, name, and surname may be used and published by the Organizer without compensation in written, audio, visual, and video forms.

Article 10.

The consumer who receives a prize does not incur any taxes, obligations, or fees directly related to the prize.

Article 11.

In case of disputes between the Organizer and a Campaign Participant, the competent court in Belgrade has jurisdiction.

Article 12.

The Organizer reserves the right to change the duration, postpone, or terminate the Campaign for any reason, at any time, without the obligation to notify potential participants about any changes to the Campaign.

Organizer

A.B.D. d.o.o. Belgrade