

#bakedwithlesaffre Campaign Rules

This campaign is not sponsored, endorsed or administered by, or associated with Instagram. This campaign is hosted and sponsored by Lesaffre Gulf FZE by Instagram account @lesaffregulf

Eligibility:

Campaign will start at (03.02.2023) and will end at (03.03.2023). Users who participated after the end date will not be eligible. Contest is open only to individuals who are at least eighteen (18) years of age on the entry date and who live in Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Yemen and Iraq.

How To Enter:

1. Follow @lesaffregulf on Instagram.
2. Capture the Lesaffre product you use and the baked good you produce.
3. Post the image to your individual Instagram account (Feed only)
4. Mention @lesaffregulf, use the hashtag #bakedwithlesaffre, and include an emoji of your country flag that you currently living in.
5. In order to be eligible, your published post and account must be public.

Winner Selection and Notification: #bakedwithlesaffre campaign winners; 8 in total* will be selected by the Lesaffre committee at the end of the campaign. Winners will be selected from the participants who live in Saudi Arabia, United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Yemen, and Iraq.

*Only one person can participate in the campaign through a single Instagram account.

Winners will be announced at (15.03.2023). Agency will contact winners via DM and tag them in a public post for the announcement.

Campaign gifts and shipment details: Selected winners of this campaign will win Android tablet per 1 winner and Lesaffre branded merch.

*Kindly note the tablet models and brand details may vary from country to country.

*Lesaffre merch includes; 1 apron + 1 t-shirt per winner.

General Conditions: By participating, entrants agree to be bound by these Official Rules. Entrants waive any right to claim ambiguity in the Contest or these Official Rules. All Entrants agree to follow the Official Rules and release, discharge, hold harmless and indemnify the Contest Entities and each of them (collectively, the "Released Parties") against any and all liability, damages or causes of action (however named or described), with respect to or arising out of any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any promotional-related activity or participation in this Contest.

Use of Personal Information: In order to participate in the Contest, Entrants may be required



to supply certain information about themselves on the Contest entry pages. Sponsor has specified which information is mandatory in order to participate in the Contest.